

Lambeth Events Strategy 2020–2025



OUR VISION

Lambeth: The Perfect Place for Cultural Events.

OUR MISSION

To create a portfolio of events that:

- Promote diversity, awareness and understanding
- Leverage investment to local communities
- Attract creative ideas, stimulate education and knowledge
- Create and enrich our communities
- Encourage business and visitor tourism.

OUR PRINCIPLES

10 strategic principles that outline our aims, deliverable commitments, targets and outcomes:

- 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.

Cabinet Member Foreword

Lambeth is a wonderfully diverse borough, our cultural events in Lambeth play a pivotal role reflecting this diversity in educating, entertaining and helping to bring our communities together. Lambeth attracts thousands of visitors to our events which, in turn, helps to boost the local economy that hosts them.

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.

At the beginning of 2020, the COVID-19 Pandemic and response changed the way events were delivered across the country. As Government guidance changed to permit outdoor events, our events team continues to work with colleagues in Public Health and the Safety Advisory Group to ensure that any events that are allowed to take place are in line with the current guidance. The delivery of the events strategy is conditional upon such guidance enabling events taking place, especially those which are large scale which has been impacted the most by the COVID19 requirements.

Our events team host, manage and support events of all types and sizes throughout the year. They have diversified the activities and spaces used across the borough to ensure there is something for everyone.

These fantastic events have brought the spirit of equality and diversity to our borough. Our parks and open spaces have been hosting some of the biggest musical names in the industry. We have hosted significant charity events that fundraise millions of pounds to support numerous important causes. It's been genuinely fantastic to see our communities come together through our many community events and street parties. We also shared the brave and courageous stories at events of the people who came to live and work in Lambeth and honoured the heroes who fought for our Country. These events have been vital in promoting the borough and all the beautiful things people can enjoy while visiting Lambeth.

Each year we are proud to deliver the award-winning Lambeth Country Show with attendance of up to 150,000 people. This year would be the 46th annual free to attend event, bringing a whole host of entertainment, local and international live musical performances. Glorious food, arts and crafts from all over the world and not forgetting the beloved flower show, the many farm animals and everything countryside that you would expect. This event is a testament to the unique character and culture of the people of Lambeth.

We also have some of the best outdoor venues in London from Clapham Common to Brockwell Park and Kennington Park to Streatham Common. Hosting a major event in Lambeth has been part of our history for decades, going back to 1785, where outdoor musical events were held in our parks,

such as Vauxhall Pleasure Gardens and Clapham Common. These events have all helped to shape our history and communities. They are crucial to our identity and create memorable experiences for everyone who lives, works and plays in Lambeth.

For our residents, events have provided recreational, employment and educational opportunities that help to build strong and resilient communities through participation and involvement; as well as increasing health and social benefits. They help raise the profile of the borough at a national and international level while providing visitors to the area with a lively and dynamic experience at any time of year.

The work that the council's EventLambeth team has done in hosting a diverse programme of events has helped to make Lambeth one of the best destinations for events in London.

2020 to 2025 will be our biggest challenge in making Lambeth the perfect place for cultural events. We have some fantastic events already planned that will put Lambeth well and truly on the global map. I am delighted to be able to bring our strategic vision together with the new Lambeth Events Strategy 2020-2025 to coincide with our updated Lambeth Events Policy 2020-2025.



Councillor Sonia Winifred

Cabinet Member for Equalities and Culture

The Perfect Place

Lambeth has a rich history of hosting a unique cultural range of arts, events and sports. This events strategy for Lambeth seeks to build on these strengths. We look to challenge how events facilitate stronger, healthier, sustainable and cohesive communities.

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. Anyone who has attended this event will testify to its ability to cater for a wide range of entertainment, culinary and leisure pursuits. It brings people of all ages together through shared interests to transcend barriers. It celebrates our culturally rich and diverse communities showcasing what is great about living, working and playing in Lambeth.

Lambeth 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. From cricket at the Oval to the London to Brighton Bike Ride. From dance music festivals to trapeze school events, there is always something for everyone. 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 strategic plan also contributes to the Lambeth Parks Service Strategy, Lambeth's Borough Plan and the Mayor of London's Cultural Strategy.

We are proud to be part of this great borough which is the Perfect Place for Cultural Events.



Photo: Courtesy of Lambeth Country Show

PRINCIPLE 1 Enable communities to develop and deliver events

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>We want to enable local people to manage and understand the processes behind safe, prosperous and sustainable events, from application to delivery and lessons learnt.</p> <p>Currently, the service supports approximately 200 to 300 community-led events each year. These vary from overseeing the completion of event plans to actual hands-on support and guidance.</p> <p>We would like to see community groups sharing knowledge and expertise as well as working together to reach new parts of their communities.</p>	<p>The Council's events service will continue to provide professional support, advice and guidance to residents and community groups to enable them to deliver safe, successful and sustainable events.</p>	<p>Deliver a programme of diverse community events.</p>	<p>Analysis at the end of the year to establish a range of events.</p>	<p>Community groups sharing knowledge and expertise as well as working together to reach new parts of their communities.</p>
	<p>There will be access to professional event advisors through a variety of means including in-person consultation appointments, over the phone or Skype meetings and via social media chats.</p>	<p>Provide dedicated event officers and professional support.</p>	<p>Analysis of customer relationship management through Microsoft insights and Customer Management software.</p>	<p>Provides a more effective and better service to our customers.</p>
	<p>Online help through a variety of media will be made available with step by step guidance on event management and application processes.</p>	<p>Access to online workshops and masterclasses for event management.</p>	<p>Analytics from online platforms for the website, YouTube and Facebook.</p>	<p>A variety of online resources for all to access.</p>
	<p>Monthly drop-in sessions will be set up for event organisers to come along and meet the team, discuss ideas or go through event applications.</p>	<p>Drop-in sessions will provide valuable face to face expert advice.</p>	<p>Analysis of attendance at the end of the year to establish customer benefits.</p>	<p>Giving free consultations to community event organisers.</p>
	<p>Our online system, EventApp, enables quicker applications, less bureaucracy and processing.</p>	<p>Streamline application processes.</p>	<p>Analysis of applications through the event booking system.</p>	<p>The event organiser has access to the history of their application.</p>

PRINCIPLE 1 Enable communities to develop and deliver events

DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
Engagement through the Youth Council will seek the views and aspirations of our young people to help shape the cultural offer.	Young people have more say in what events they would want to see in Lambeth.	Analysis of events for young people at the end of the year to establish benefits.	Events are shaped based on the views of residents of all demographics.
Working with local organisations such as Age UK Lambeth, Creative Sparkworks, and Livity will look at ways to support organisers in bringing their events to life.	Encourage a diverse range of events that are accessible to local organisations to get involved.	Analysis of events at the end of the year to establish range.	Events are shaped based on the views of residents of all demographics.




Photo: Brixton Night Market

PRINCIPLE 2 Deliver a sustainable Lambeth Country Show

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>The Lambeth Country Show is our annual flagship public event. Our priority will be to showcase Lambeth talent and businesses first.</p> <p>We will ensure that it is safe, well run and have the appropriate level of provisions in place for a family-friendly event.</p> <p>We will introduce a range of sustainable and financial improvements, including generating more income from sponsorship and advertising to support the delivery of the Show.</p>	<p>Show promotion will continue to focus on Lambeth residents and businesses and to encourage all to get involved in the event.</p>	<p>The annual increase of traders based in Lambeth.</p>	<p>Analysis of Traders by Location through post-event evaluation.</p>	<p>Increased numbers of Lambeth Businesses and traders benefit from the Country Show.</p>
	<p>We will look to increase the percentage of Lambeth businesses participating in the Show through engagement with local Business Improvement Districts.</p>	<p>Engagement and linking with the BIDs to the event audience.</p>	<p>Online representation via the event social media channels about the BIDs and the businesses they represent.</p>	<p>Greater awareness of the BIDS in Lambeth and opportunities for businesses with the BID to promote to the event audience.</p>
	<p>We commit to delivering an accessible event for all to attend. It will involve looking at site layout, communications, signage, available provisions and working towards a Gold award from Attitude is Everything, a charter for best practice.</p>	<p>Gold Award from Attitude is Everything. Working with Disability Advice Service Lambeth to ensure requirements are in place and promoted to potential attendees.</p>	<p>Events Service Annual Report of the demographics of attendees. Understanding specific feedback around accessibility requirements.</p>	<p>Improved accessibility for the event for all members of the community. Engagement with groups who might not have felt comfortable attending</p>
	<p>We have signed up to the Festival Vision: 2025, which is a shared vision for a sustainable festival industry. It was conceived as part of The Show Must Go On report, a festival industry response to the 2015 global climate change talks in Paris.</p>	<p>Year on year reduction in the waste from the event that is sent to Landfill. Innovations that improve the sustainability of the event. Sustainability is a requirement of all procurement tenders.</p>	<p>Events Service Annual Report on waste and innovations.</p>	<p>Improved sustainability of the event, making it greener and more cost-effective.</p>

PRINCIPLE 2 Deliver a sustainable Lambeth Country Show

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
 <p>Photo: Courtesy of Lambeth Country Show</p>	<p>We will ensure the procurement of goods and services are contracted in advance to create benefits from locally sourced and extended contract supply chains and to help ensure the event delivers within budget and suppliers represent value for money.</p>	<p>Increased benefits from all procurement contracts. Value for money represented in each contract.</p>	<p>Events Service Annual Report cashable and non-cashable savings from developing longer-term procurement contracts.</p> <p>Events Service Annual Report the benefits that each contract has delivered.</p>	<p>Demonstrating value for money for the council and cashable and non-cashable benefits for Lambeth residents.</p>
	<p>Income generated from the pitch sales of traders and exhibitors, commercial sponsorship and advertising sales will go directly back into the event budget to off-set costs.</p>	<p>Potential savings made on the delivery of the event.</p>	<p>Events Service Annual Report to publicly share the income and expenditure for the event.</p>	<p>Savings for the council budget.</p>
	<p>We will look to partner with farmers, food providers, agricultural and animal practices to provide access to educate and promote agricultural sustainability and traditional rural activities.</p>	<p>Maintenance and potential increase the rural education aspects of the event.</p>	<p>Events Service Annual Report of the range of activities taking place at the event.</p>	<p>Education around the rural environment.</p>
	<p>We will promote and showcase opportunities for talented local people through music stages, performance areas and activations.</p>	<p>Increase the number of local performer opportunities annually.</p>	<p>Events Service Annual Report showing the areas performers have come from and the percentage that is from Lambeth</p>	<p>Giving Lambeth based performers an opportunity to perform at a major event.</p>
	<p>Through community engagement, analysis of visitor behaviour, show surveys and online analytics, we will shape a better and more focused event that reaches the cultural diversity of the borough.</p>	<p>Develop and make changes to the event that are recommended by the attendees</p>	<p>Assessing the responses to the visitor survey and highlighting areas for action each year.</p>	<p>Improved access to the event for all demographics addressing areas that need to be developed.</p>

PRINCIPLE 3 Deliver a borough-wide programme of cultural events

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>Lambeth has been at the forefront of cultural events for over 170 years, with musical events and entertainment in our parks dating back to 1785.</p> <p>We will continue to develop a programme of public events that are accessible to all, varied in scale and genre and showcased across the borough.</p> <p>We will look to ensure that events are diverse and that we prioritise quality above quantity to give the best to our residents.</p> <p>Working with tourism and creative partners, we will promote Lambeth and our events as being the perfect place to attend events.</p>	<p>We will focus our efforts on delivering more innovative public events in Lambeth from the creative, digital, health, life sciences, business, financial services and tourism industries.</p>	<p>Increased numbers of non-music based commercial events.</p>	<p>Events Service Annual Report on the types of events that have taken place showing where there have been new or innovative events.</p>	<p>A more comprehensive range of events appealing to a variety of demographics.</p>
	<p>We will animate parks and open spaces which don't typically host events to make them feel welcoming and safe for communities to attend.</p>	<p>Increase in the range of Parks, Open Spaces and Highways locations that are used. Moving away from the traditionally more popular sites.</p>	<p>Events Service Annual Report detailing the locations that events have taken place showing where there have been new spaces.</p>	<p>More events in local neighbourhood parks bringing new visitors and income to those parks.</p>
	<p>Events and Parks officers will work towards a more sustainable approach to events in parks.</p>	<p>A range of new sustainable innovations to improve the delivery of sustainable events in parks and open spaces in line with industry best practice.</p> <p>An annual review of the Green Events Guide to ensure advice is up to date and relevant.</p>	<p>Events Service Annual Report showing what has been delivered and what is being targeted for the next year.</p>	<p>Greener events with fewer negative impacts.</p>
	<p>Monthly events news will be made available on the Love Lambeth website, social media, and quarterly publications to promote a 'What's On' guide to events in Lambeth to our residents.</p>	<p>Greater information and engagement through social media channels.</p>	<p>Events Service Annual Report to include marketing information snapshot.</p>	<p>Greater awareness of the events team and the activities we facilitate.</p>

PRINCIPLE 4 Ensure a transparent and clear process for event organisers

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>All event organisers will follow a clear and straightforward process set out in the new Lambeth Events Policy.</p> <p>Strategically developed events must have clear links between the Events Strategy and other relevant Council policies including economic development, environmental impact, equalities, health and wellbeing, culture, parks and tourism.</p> <p>We will also continue to ensure that event organisers meet their statutory obligations in the delivery of safe, successful and sustainable events.</p>	<p>Integrate the Parks for London Events Policy with the Lambeth Events Guide (known as the Events Guide for Outdoor Events), and this will become the new Lambeth Events Policy.</p>	<p>From 2020 new events policy is integrated with parks.</p>	<p>Adoption of policy and Events Service Annual Report on how this is progressing.</p>	<p>Aligning policy with Parks for London to improve events understanding with parks friends groups and MACs.</p>
	<p>In line with the Parks for London recommendations, we are proposing that community engagement happens earlier in the event application process in the new Lambeth Events Policy.</p>	<p>Clearer and transparent engagement with stakeholders and event organisers.</p>	<p>Events Service Annual Report to demonstrate feedback on how this is working and being received.</p>	<p>Concerns of Ward Councillors and Stakeholder groups are aired upfront and can be addressed in a longer timescale.</p>
	<p>Each week a calendar of proposed events will be available for key stakeholders, a quarterly briefing for councillors and event Pro-forma reports made available for all large and major event applications.</p>	<p>The calendar is circulated weekly to stakeholders. Quarterly briefings with Councillors recorded and shared via the Lambeth channels. Detailed event briefing distributed within the events application timescales.</p>	<p>Event Pro-forma Report on what contact there has been and how it has been addressed.</p>	<p>Clear communication around all event applications.</p>



PRINCIPLE 5 Generate investment in our parks and open spaces

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>We will invest income back into our parks and open spaces.</p> <p>We have changed the way the Park Investment Levy is calculated. Instead of a per person per day charge, it is a percentage of the overall events fees which means that it reflects the duration onsite as well as footfall.</p>	<p>We will adopt a tendering process for regular large and major events to formalise long-term relationships, simplify the production process and increase the income and benefits potential. Also, it will reduce the negative impacts from multiple providers across a more significant period. We have already completed Clapham Common and will look to tender other appropriate event spaces.</p>	<p>Identify Spaces suitable for longer-term tenders in line with Clapham Common. Develop tenders for those locations, including financial and social benefits as a part of the specification.</p>	<p>Events Service Annual Report on the number of Contracts, and the benefits from them.</p>	<p>Improved income and social benefits from long term contracts. Longer-term relationships with event organisers mean there is a commitment to the borough and residents.</p>
<p>The Park Investment Levy remains separate and allocated for expenditure by the Parks Service in consultation with the relevant Friends of group or MAC.</p>	<p>The events charging framework will be published each financial year, and high-profile event locations will be at a premium negotiated rate.</p>	<p>An annual publication of the charging framework redacted as necessary to ensure commercial viability in a competitive market.</p>	<p>Annual benchmarking via London Events Forum, Local Authority Event Organisers Group and Parks for London</p>	<p>Maximising income for the Council that can be achieved while remaining commercially competitive within the marketplace.</p>
	<p>We will remove the current complex formula for the Parks Investment Levy (PIL) and replace it with a set percentage of total income from every event, to ensure consistency and more revenue back to our parks.</p>	<p>From 2020 new events will be charged the new Parks Investment Levy (not including the damage deposit).</p>	<p>Events Service Annual Report to include the amount of Parks Investment Levy generated for each location.</p>	<p>Reporting of Total Parks Investment Levy means a transparent indication of the amount that is generated by events and ringfenced for Parks and Open spaces that held the events.</p>
	<p>We will publish annual figures on events income and where the Parks Investment Levy has been spent.</p>	<p>Publication of income and Parks Investment Levy expenditure annually.</p>	<p>Included in the annual report. Also, quarterly circulation of Parks Investment generated and forecast for the entire year so that the Parks Service, MACs and Friends of Groups can decide where to allocate Parks Investment from the beginning for the financial year.</p>	<p>Clarity on the level of income that is being generated by the Events Service and each location. Parks Investment Levy expenditure to be clear so that people can understand the financial benefit.</p>

PRINCIPLE 6 Develop event funding opportunities

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>Each year we will promote the Lambeth Community Events Fund, It will be made available to support residents and community groups, so that can bid for funding if they are planning to organise an event.</p> <p>We will continue to develop funding programmes for community performance and dance on our park bandstands and performance spaces.</p> <p>We will also work with our commercial event organisers to establish community funding pots for local people and charitable causes.</p>	<p>An annual Lambeth Community Events Fund will be made available using surplus income generated by events. It will be divided into five areas; North Lambeth, Brixton, Clapham, Streatham and Norwood. It will be open for Lambeth residents and businesses to bid for grants in October of each year. Preference for the grant funding will be given to those who attend a two-day Lambeth Event Management Training course held by the Events Service at the Town Hall to support community event organisers in delivering safe and sustainable events.</p>	<p>Generation of enough surplus income to increase the amount available for the Community Fund. Linking with other funding pots to maximise the financial benefits.</p> <p>Aim to diversify the groups that are awarded funding and to increase collaboration between community groups.</p> <p>Diversification of the reason funding is provided to meet other targets.</p>	<p>Events Service Annual Report of the amount of funding available and the groups and applicants it was allocated.</p> <p>Events Service Annual Report on the funding requirements and establish a set of requirements for each year of the strategy, I.e. Funding for children’s activities, sustainability improvements, engaging with older demographics, development of online presences.</p>	<p>Improved event delivery with groups having a stronger financial backing to deliver safe and secure activities.</p>



PRINCIPLE 6 Develop event funding opportunities



DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>Each year Lambeth bandstands on Clapham Common, in Myatt's Fields Park and Ruskin Park are supported with funding from events income to enable a programme of summer entertainment. We will continue to support this established community offer, but with more focus on encouraging health and wellbeing as well as live music. Therefore, the programme will continue to be funded by events income. However, rebranded to the Lambeth Performance and Dance Fund, which will broaden the cultural offer to our residents who are looking for a platform to showcase their talents. We will also look to extend this to other parks and open spaces where a bandstand doesn't exist, but opportunities for temporary performance do.</p>	<p>Generation of enough surplus income to fund the existing bandstands and to look at supporting performance and wellbeing activities in other locations.</p> <p>Working with existing recipients to understand what support they would need to develop their programme.</p> <p>Letting other locations know that the funding is available the types of activities it could be used for.</p> <p>Work with event applicants who want to use those performance spaces over the summer to ensure that they are part of the programme to ensure diversification</p>	<p>Events Service Annual Report on the amount of funding, types of activities and locations that they took place in.</p>	<p>Increasing opportunities for summer programmes to be delivered in areas additional to those which have bandstands.</p> <p>Increased range of activities will appeal to a range of demographics.</p>
<p>Event organisers will be encouraged to make additional grants available to community groups as part of their benefits packages to mitigate any impacts such as lack of access to a park or open space.</p>	<p>Additional funding to be available from commercial events, especially the commercial procurement contracts for community groups in the area that the events are being held in.</p> <p>Can be spent on particular projects or to find community groups ensuring a range of groups benefit.</p>	<p>Events Service Annual Report on how much money and where/how it was spent</p>	<p>Increasing cashable benefits from events for the areas that they are held in.</p>

PRINCIPLE 6 Develop event funding opportunities



DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
Grants will have a robust and transparent governance process and processed in full within three months of the event.	As part of any contract, this will be included to ensure that everyone knows where and how the money will be allocated.	Events Service Annual Report to include amounts and where allocated. News article to go on the EventLambeth website three months after the event to report the same information.	Transparent processes so all interested parties know how this will be managed.
The Council will establish a single funding point for grants to be made by an appropriate third-party grant giver rather than the event providers themselves. The grant giver will support the Council to help seek match funding opportunities against the available funding.	Maximising the income available for each location. The single funding point will be able to ensure that each pot is allocated as per the location and other requirements associated with that funding.	A dedicated website with details of funding available. One type of application form but clear information as to the different requirements for each funding. Information to be up to date around the amount in each funding. Events Service Annual Report to include the breakdown of funding allocated.	Single point of contact means that all funding pots are allocated in the same way subject to the different location or other requirements of that available funding.
The Lambeth funding opportunities will be collated in one area of the EventLambeth website to ensure they are promoted and accessible to all our residents.	Ongoing updates to a dedicated website. With Lambeth funding and other opportunities that the service is aware of.	Asking for feedback from all funding applicants to include ease of finding the information and making improvements as needed	Making the information easily accessible so that as many groups as possible can engage and access the opportunities.

PRINCIPLE 7 Promote accessibility, sustainability and greener practices for events

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>We aim to ensure that absolutely everyone can experience and enjoy our events. So, we will continue to make them as accessible and inclusive with help from Attitude is Everything.</p> <p>We will also continue to work towards a Leave No Trace policy by using our Green Events Guide, which sets out straightforward steps towards more sustainable and environmentally friendly events.</p>	All events will follow the Lambeth Green Events guide to help reduce carbon emissions and waste, increase recycling and move towards greener practices.	<p>All events to deliver on the essential and desirable by 2025.</p> <p>Annual revision of the Green Events Guide to ensure up to date and reflects industry best practice.</p>	Each event to be asked to complete a post-event questionnaire to highlight the actions they took.	Understanding of how the Green Events Guide is impacting events delivery.
	We will promote and market hard standing non-grassed areas such as in and around buildings, town squares and on parts of available all-weather sports pitches.	Increasing year on year use of Hard Standing areas highlighting and developing opportunities.	Events Service Annual Report on the use of these spaces.	Ensures that the impacts from events on grassed areas are mitigated.
	Precise and robust groundworks to event locations will take place throughout the season, before and after events to ensure there have been appropriate preparations before events.	A clear annual programme of maintenance across events areas. Ensuring that any post-event reinstatement is undertaken in a timely fashion and Friends Of Groups, MACs and Ward Councillors are kept informed of the plans and the timescales.	Auditing of maintenance and post-event reinstatement to check that undertaken as indicated.	<p>Preventative maintenance will improve the resilience of parks and open spaces for events.</p> <p>Communication improvement so that everyone is aware of what is happening and when.</p>
	Industry-standard ground protection will be used to ensure that any grassed areas are protected from damage and impact from events.	All events to use the required levels of ground protection to mitigate damage.	Ongoing assessment of events applications and identification of where ground protection is necessary and needs to be enhanced.	Prevention or mitigation of ground damage is better than reinstatement and reduces some of the impacts from events to a park or open space.
	We will commission new and refreshed Ecological Impact Assessments for parks hosting Large and Major events.	To be commissioned on a bi-annual basis. Also, to understand if other further assessments may be required.	Publication of the assessment reports.	To understand the impacts that events may be having on a location.

PRINCIPLE 7 Promote accessibility, sustainability and greener practices for events



DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
All major events will have an impact statement (including environmental and community impact) published within four months after the event, to review actions and reduce negative implications for future events.	As per the scrutiny commission, this is something that would need to be outsourced depending on the requirements. However, a document that includes benefits, actions, complaints etc. can be produced in-house after each major event or series of events.	Published on the Eventlambeth Website four months after the event.	Provides ongoing assessment of how an event is being delivered and areas for improvement year on year.
<p>An assessment of infrastructure will take place to minimise the carbon footprint from events. It will include access to mains electricity and water where possible.</p> <p>Noise monitoring and reporting at events will continue to ensure that the organisers adhere to the Council's Sound Guidance and best practices.</p>	Creating a list of locations and improvements that can be undertaken and budgeted for over the years of the strategy. Means that any funding pots for sustainable improvements can be accessed with a clear plan in place. Also if there is a clear strategy event organisers might want to assist with investment in a particular location. As a cashable benefit from their event and to improve ongoing sustainable delivery.	<p>Development of a strategy with funding requirements.</p> <p>Working with the parks team to identify where there is a benefit to their activities.</p> <p>Events Service Annual Report to include information on funding money spent and improvements made.</p>	Improving the facilities within events areas will ensure that is an improvement in the sustainable delivery of events and a reduction on the reliance of less sustainable infrastructure. Investment of surplus events income back into Parks and Open Spaces.
	Continue to have an independent company provide acoustic monitoring at Large and Major music events.	Publish the post-event report received after each event	Transparency in the sound levels at events, complaints and actions are taken.

PRINCIPLE 8 Create education, training and work opportunities

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>We will partner with other organisations around events management training associated with funding; so that that we are developing capacity in the community to be able to lead and run events in the future.</p> <p>An essential part of our events programme will include the social value from events. This will involve developing event skills through education, training and work opportunities for residents and businesses.</p>	<p>We will host an annual Lambeth Events Management two-day training course for Lambeth residents and community groups. The course will be free to attend and cover a wide range of event management practices and processes.</p>	<p>Funded from surplus events income, there will be training made available on an annual basis to community groups.</p> <p>Looking to diversify attendance by working with overarching groups who may be working with several smaller groups or individuals.</p> <p>Continue to develop course content and delivery based on feedback.</p>	<p>Detail the numbers of groups and people attending in Events Service Annual Report.</p> <p>Include a precis of feedback and ensure that adjustments are made year on year.</p>	<p>Ensuring that different groups are targeted each year to increase the benefits of the training.</p> <p>Make sure that lessons learnt are carried forward.</p> <p>We are Increasing training and experience opportunities.</p>
	<p>We will work with event organisers to enhance young people's opportunities for training and work experience.</p>	<p>Show a year on year percentage increase in the number of opportunities and events that are offering them.</p>	<p>Events Service Annual Report to detail the numbers of events and opportunities offered.</p>	<p>We are Increasing training and experience opportunities.</p>
	<p>We will seek to improve workforce opportunities through attracting external investment in Lambeth; supported within each procurement exercise.</p>	<p>Show a year on year percentage increase in the number of opportunities and events that are offering them.</p> <p>Ensure work opportunities are included in contracts and tenders.</p>	<p>Events Service Annual Report to detail the numbers of events and opportunities offered.</p>	<p>We are increasing employment opportunities.</p>



PRINCIPLE 8 Create education, training and work opportunities

DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
Event organisers must pay the London Living Wage. They should provide opportunities for paid work for local people within the tender contracts.	<p>Each tender contract to include requirements for the London Living Wage.</p> <p>Ensure that untendered events are aware of the requirement too.</p>	<p>Events Service Annual Report on the tenders awarded and confirmation that they pay London Living Wage.</p> <p>Events Service Annual Report the number of event organisers that pay London Living Wage.</p>	We are ensuring that people are paid a fair wage.



PRINCIPLE 9 Encourage access to health and wellbeing events

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>We will continue to promote sports and lifestyle events to enable our residents to become more engaged, active and healthier.</p> <p>We will encourage our event organisers to ensure activities are accessible to all, provide healthy food and drink options and have a focus on both physical and mental wellbeing.</p>	<p>We will partner with health and social care organisations to identify and promote joint health and wellbeing initiatives.</p>	<p>Ensure that colleagues from Public Health are members of the Safety Advisory Group.</p> <p>Ensure that events around Public Health initiatives are facilitated.</p> <p>Highlight any opportunities for Public Health messaging at events.</p>	<p>Events Service Annual Report on the nature and type of events.</p> <p>Events Service Annual Report of Public Health initiatives at events such as healthy food options</p>	<p>Increased access to Public Health messaging at events for residents.</p>
	<p>Events will be supported through the creation of a shared vision that best utilises public spaces for the benefit of all. Our focus will be on the Council's fundamental aim of promoting access to services that improve, protect and care for the health and wellbeing of our residents.</p>	<p>Ensure that there is a range of events as well as clear non-events times in parks and open spaces so that all can enjoy the space as they choose.</p>	<p>Detailing the number of events, build/break and non-event days in each location.</p> <p>We are promoting the use of a range of spaces to ensure that there is a mixture of activities.</p>	<p>We are reaching a wider demographic across the borough, encouraging residents to access parks and open spaces.</p>
	<p>Major Event organisers will be encouraged to offer open event sites outside the main event schedule to enable target groups such as young, elderly and economically disadvantaged residents to stage performances or gain other positive experiences using the event infrastructure.</p>	<p>Increased community activities using existing event infrastructure.</p> <p>Reduction in the number of days a site is unused.</p> <p>Reducing the number of separate events days of other activities.</p>	<p>Events Service Annual Report on the community days and the activities and groups that took part in them.</p>	<p>We are bringing new audiences to events locations.</p> <p>Non-cashable benefits from large and major events organisers Community cohesion.</p>



PRINCIPLE 10 Promote the benefits from events in the borough

PRINCIPLE AIM	DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
<p>We will measure the success of this strategy by the level of benefits achieved from our mission.</p> <p>The levels achieved in each of the five key mission impacts and ten principles will be presented in an annual report looking at the positive outcomes and lasting legacies from events delivered or forecast to be achieved across the borough.</p>	We will publish an annual statement of benefits from borough-wide events which will highlight a range of benefits and their legacies to the borough.	An annual statement to be published not later than 30 June following the end of the financial year.	Events Service Annual Report on time with the information required.	Transparency about the events service and highlighting the cashable and non-cashable benefits to holding events in parks, open spaces and highways.
	It will include employment and work experience opportunities created; economic benefits for local businesses; grants to community groups or other such local organisations; benefits to local schools/young people; details of any free to access or concessionary arrangements and any other benefits.	An annual statement to be published not later than 30 June following the end of the financial year.	Events Service Annual Report on time with the information required and comparison so that people can see year on year changes.	Transparency about the events service and highlighting the cashable and non-cashable benefits to holding events in parks, open spaces and highways.
	It will review the legacies from events and where tangible positive impacts have supported our parks, open spaces and communities.	Increased understanding of the ongoing legacies from holding events.	Year on year comparison to see ongoing and longer-term benefits to contracts.	<p>Increased awareness of benefits and where income is being allocated.</p> <p>Encourages more people to think about how they could get involved and benefit.</p> <p>Future-proofing our communities.</p>
	The annual statement will be promoted online and published in Lambeth Talk so that all residents have access to the information.	Increased exposure and understanding of the benefits of events.	Ensuring the annual statement is disseminated in many ways and that it is accessible for all who want to read it.	<p>Increased awareness of benefits and where income is being allocated.</p> <p>Future-proofing our communities.</p>

PRINCIPLE 10 Promote the benefits from events in the borough

DELIVERY COMMITMENTS	TARGET	MEANS TO MEASURE	OUTCOMES
Event organisers will be encouraged to work closely with businesses to maximise local trading around events, via such mechanisms as Business Improvement Districts (BID) and other business forums.	<p>Increased engagement from the BIDs and their members with event organisers.</p> <p>Developing existing opportunities and highlighting new ones.</p>	<p>BIDs to be asked for annual feedback. What worked, what didn't and what could be done in future to benefit their members.</p> <p>Feedback to be published in the Events Service Annual Report and shared with events organisers.</p>	Increased benefits and exposure for Lambeth traders from events in Parks and Open Spaces.



Photo: Courtesy of Cross the Tracks. Luke Dyson

Lambeth's Parks and Open Spaces Strategic Plan 2020-2025

The Events Service Strategy contributes to Parks and Open Spaces Strategic Plan principles of:

- The Council's Stewardship Role
- Our History & Heritage
- Parks & Open Spaces as Community Assets
- Investing in our Parks and Open Spaces
- Universal Access to Parks & Open Spaces
- The Right to Safety
- Education, Art & Culture
- An Active & Healthy Borough
- Promoting Biodiversity & Sustainability
- Aiming High – Ensuring Quality



Photo: Courtesy of Eel Lambeth

Lambeth's Borough Plan 2019-2021

Through this Strategic Plan our Events Service contributes to Lambeth's Borough Plan priority of:

Making Lambeth a place where people want to live, work and invest

- We will maintain Lambeth's award-winning parks and invest in a wider network of green spaces to support community activity and wellbeing.
- We will maintain attractive neighbourhoods with high quality leisure and cultural facilities that support and encourage healthier lifestyles.
- We will reduce our carbon emissions, significantly cut waste and encourage reuse by residents and businesses.

Enable sustainable growth and development

- We will work with our partners, contractors and local employers to ensure they pay the London Living Wage and offer jobs with fair terms and conditions.
- We will encourage sustainable development and grow Lambeth's presence as a location for creative and digital industries, health and life sciences, business and financial services, and tourism.
- We will invest in the economic viability and community facilities in our local centres to ensure that the benefits of growth are spread around the borough.



Photo: Courtesy of Lambeth County Show

In addition, the Strategic Plan will contribute to the following Borough Plan goals:

- We will invest in peoples' skills, life-long learning and networks to equip them with the capabilities they need to benefit from London's economy. (By providing access to education, training and workplace opportunities at events across the borough).
- We will improve educational achievement and close the gap in education outcomes for those more disadvantaged pupils and those from underperforming groups. (By supporting groups and organisations who promote and deliver events that pioneer and support the education and training of our young people).
- We will work to achieve sustained reductions in serious youth violence (by providing accessible events for young people to play, socialise and undertake a range of leisure and cultural activities; and by supporting community-based groups and organisations to run diversionary events within parks, open spaces and the Town Hall).
- We will invest in the assets that our communities need to be healthier and more resilient (through events income investment across parks, open spaces and Town Hall venue space).

- We will improve the mental health of Lambeth residents and council staff, focusing on those at greatest risk (by support of initiatives for access and attendance to public events in our parks, open spaces and Town Hall - research confirms the benefits to mental health from cultural events and festivals).
- We will support people to live longer and healthier lives (Evidence proves the multiple health benefits achieved from attending cultural events and festivals that bring people together).



Photo: Courtesy of Lambeth Country Show

Mayor of London's Cultural Strategy 2018

Our Strategic Plan will support the Mayor's four priorities primarily through our work of enriching and promoting access to cultural events across our parks, open spaces and highways; and also through our principles of increasing the economic investment back in to our spaces and communities, social value and access to support, guidance and training.

Love London

More people experiencing and creating culture on their doorstep.

Culture and Good Growth

Supporting, saving and sustaining cultural places and spaces.

Creative Londoners

Investing in a diverse creative workforce for the future.

World City

A global creative powerhouse today and in the future.

