

# Lambeth Events Strategy 2020–2025



Lambeth



Photo: Courtesy of Mighty Hoopla

## 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

# 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.

In 2019 the Council's events team had attracted numerous national and international events, bringing hundreds of thousands of visitors to the borough and millions of pounds into the local economy. This work was recognised when we awarded an international major event promoter our summer season events contract for Clapham Common. These events will bring world-class entertainment to our residents and visitors, making Lambeth the place to be for major concerts and festivals in London.

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

# Our 10 Strategic Principles

These principles represent our strategic aims and delivering against them constitutes Lambeth's Strategic Plan for events in public parks, open spaces and highways. The following list details the actions we will take to ensure we deliver against our ten strategic principles. Specific activities will be included within the annual Service Development Plan for Neighbourhoods.

## PRINCIPLE 1

### Enable communities to develop and deliver events

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.

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. We would like to see community groups sharing knowledge and expertise as well as working together to reach new parts of their communities.

## KEY DELIVERY COMMITMENTS 2020 TO 2025

- 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.
- 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.
- Online help through a variety of media will be made available with step by step guidance on event management and application processes.
- 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.
- Our online system, EventApp, enables quicker applications, less bureaucracy and processing.
- Engagement through the Youth Council will seek the views and aspirations of our young people to help shape the cultural offer.
- 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.



Photo: Brixton Night Market

## PRINCIPLE 2

### Deliver a sustainable Lambeth Country Show

The Lambeth Country Show is our annual flagship public event. Our priority will be to showcase Lambeth talent and businesses first. We will ensure that it is safe, well run and have the appropriate level of provisions in place for a family-friendly event. 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.



## KEY DELIVERY COMMITMENTS 2020 TO 2025

- Show promotion will continue to focus on Lambeth residents and businesses and to encourage all to get involved in the event.
- We will look to increase the percentage of Lambeth businesses participating in the show through engagement with local Business Improvement Districts.
- 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.
- 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.

- 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.
- 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.
- 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.
- We will promote and showcase opportunities for talented local people through music stages, performance areas and activations.
- 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.

## PRINCIPLE 3

### Deliver a borough-wide programme of cultural events

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. 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. We will look to ensure that events are diverse and that we prioritise quality above quantity to give the best to our residents. Working with tourism and creative partners, we will promote Lambeth and our events as being the perfect place to attend events.

## KEY DELIVERY COMMITMENTS 2020 TO 2025

- 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.
- We will animate parks and open spaces which don't typically host events to make them feel welcoming and safe for communities to attend.
- Events and Parks officers will work towards a more sustainable approach to events in parks.
- 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.



Photo: Courtesy of Moonwalk, Walk the Walk

## PRINCIPLE 4

### Ensure a transparent and clear process for event organisers

All event organisers will follow a clear and straightforward process set out in the new Lambeth Events Policy. 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.

We will also continue to ensure that event organisers meet their statutory obligations in the delivery of safe, successful and sustainable events.

## KEY DELIVERY COMMITMENTS 2020 TO 2025

- 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.
- 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.
- 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.



Photo: Courtesy of Mighty Hoopla



## PRINCIPLE 5

### Generate investment in our parks and open spaces

We will invest income back into our parks and open spaces. 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.

The Park Investment Levy remains separate and allocated for expenditure by the Parks Service in consultation with the relevant Friends of group or MAC.

## KEY DELIVERY COMMITMENTS 2020 TO 2025

- 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.
- The events charging framework will be published each financial year, and high-profile event locations will be at a premium negotiated rate.
- 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.
- We will publish annual figures on events income and what the Parks Investment Levy has been spent on.



Photo: Courtesy of SW4 / Look n' Load Events

## PRINCIPLE 6

### Develop event funding opportunities

Each year we will promote the Lambeth Community Events Fund, It will made available to support residents and community groups, so that can bid for funding if they are planning to organise an event. We will continue to develop funding programmes for community performance and dance on our park bandstands and performance spaces. We will also work with our commercial event organisers to establish community funding pots for local people and charitable causes.



## KEY DELIVERY COMMITMENTS 2020 TO 2025

- 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 the two-day Lambeth Event Management Training course held by the events service at the Town Hall to support event organisers in delivering safe and sustainable events.
- 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 & 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.

- Event organisers will be processed 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.
- Grants will have a robust and transparent governance process and processed in full within three months of the event.
- 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.
- 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.

## PRINCIPLE 7

### Promote accessibility, sustainability and greener practices for events

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.

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.

## KEY DELIVERY COMMITMENTS 2020 TO 2025

- All events will follow the Lambeth Green Events guide to help reduce carbon emissions and waste, increase recycling and move towards greener practices.
- 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.
- 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.
- Industry-standard ground protection will be used to ensure that any grassed areas are protected from damage and impact from events.
- We will commission new and refreshed Ecological Impact Assessments for parks hosting Large and Major events.
- 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.
- 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.
- Noise monitoring and reporting at events will continue to ensure that the organisers adhere to the Council's Sound Guidance and best practices.



## PRINCIPLE 8

### Create education, training and work opportunities

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. 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.

## KEY DELIVERY COMMITMENTS 2020 TO 2025

- 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.
- We will work with event organisers to enhance young people's opportunities for training and work experience.
- We will seek to improve workforce opportunities through attracting external investment in Lambeth; supported within each procurement exercise.
- Event organisers must pay the London Living Wage. They should provide opportunities for paid work for local people within the tender contracts.



Photo: Courtesy of Lambeth Country Show

## PRINCIPLE 9

### Encourage access to health and wellbeing events

We will continue to promote sports and lifestyle events to enable our residents to become more engaged, active and healthier. 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.

## KEY DELIVERY COMMITMENTS 2020 TO 2025

- We will partner with health and social care organisations to identify and promote joint health and wellbeing initiatives.
- 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.
- 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.



Photo: Courtesy of Lambeth Country Show

## PRINCIPLE 10

### Promote the benefits from events in the borough

We will measure the success of this strategy by the level of benefits achieved from our mission. 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.

## KEY DELIVERY COMMITMENTS 2020 TO 2025

- 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.
- 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.
- It will review the legacies from events and where tangible positive impacts have supported our parks, open spaces and communities.
- The annual statement will be promoted online and published in Lambeth Talk so that all residents have access to the information.
- Event organisers will be encouraged to work closely with businesses to maximise local trading around events, via such mechanisms as Business Improvement Districts and other business forums.



Photo: Courtesy of Cross the Tracks. Luke Dyson

# Lambeth's Park Strategy 2020-2025

The Events Service Strategy contributes to Parks Service Strategy 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 Epsil 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 Country 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 County 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.

