

**Winter Events at Chiswick House & Gardens**  
**Invitation for expressions of interest for 2021/22 season**



**Background**

Chiswick House & Gardens is a wonderful heritage estate in the heart of West London. The 65 acre Gardens are Grade I listed, as well as the setting for the Grade I listed (and Scheduled Ancient Monument) Chiswick House.

We welcome approximately one million visitors annually. The Gardens are free to enter and are a popular place for the local community as well as attracting visitors from far and wide (even overseas!) when events such as the annual Camellia Show are on. There is a Café and Shop onsite, as well as a roving kitchen garden cart for locals to stock up on fresh homegrown fruit and vegetables.

To raise the essential funds required to maintain such an estate, Chiswick House & Gardens Trust hires its spaces for private events such as corporate events and weddings. In addition to this, we look for commercial partners to host public events to further engage audiences; entertaining the local community and welcoming new visitors from further afield. In the past the Trust has successfully hosted open air cinema events, an annual circus, food and drink festivals and winter light trails.

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Due to our close links to central London and a very engaged local audience we welcome approximately 270,000 people through commercial events, and this number looks to grow with the addition of new events and experiences onsite.

In 2020 Chiswick House & Gardens suffered a dramatic loss of income due to the global pandemic. The commercial business was hardest hit as most annual events were cancelled or postponed and we saw a drop of over 50% of our commercial income. The gap in our funds was partially filled by generous donations from our local community and a grant from the National Lottery Heritage Fund Culture Recovery Fund, enabling the Trust to continue maintaining the Gardens, even on a limited basis. Only a quarter of our overall income comes from the London Borough of Hounslow and English Heritage, meaning that we rely heavily on commercial activity.

Although the past year has been difficult, we have some exciting plans this year to make the Estate bounce back bigger than ever before, which center around the re-opening of the House in May 2021. We also have a brand new marquee for commercial activity and community events called Garden Pavilion; a project made possible through a generous grant from English Heritage.

Our commercial events programme is also coming back to life with the return of The Luna Cinema, Gifford's Circus and Pub In The Park this all booked to return this summer. In addition to these annual events we are also welcoming Life Lessons presented by The Sunday Times for the first time.

A pop up restaurant is also due to open this summer in the Garden Pavilion.

The addition of a new winter programme of events and experiences in 2021 will help to shape the future of winter seasons at Chiswick House & Gardens in the years to come.

## Past Winter Events

Between 2015 – 2019 Chiswick House & Gardens hosted winter light trails. Some of these in the festive season, and others at Chinese New Year. We have worked with a range of event partners. At their peak, these events brought 117,000 visitors to the estate over a five-week period. In 2020 a festive market was hosted with Duck Pond Markets.

The Magical Lantern Festival (2015-2017) brought a piece of Chinese culture to our West London estate with Oriental and Christmas themed lanterns purpose built for the festival with vibrant colours and artistic sculptures which ranged from dragons and Chinese cities to festive displays. Guests would arrive at the Dukes Avenue Gate and follow a guided route to take in all 46 installations before ending their experience in the Walled Garden which featured food outlets and rides for families to enjoy at the end of the evening.

In 2018 Chiswick House & Gardens hosted 'After Dark'; an artistic take on a winter light trail. This was a carefully curated, artistic series of installations around the gardens taking visitors on a guided route. This featured projection mapping onto Chiswick House, sound installations and an impressive 'moon' display of the largest inflatable moon in the UK.

Lightopia (2019) brought another light trail to Chiswick House & Gardens with a range of impressive Chinese lantern installations.

In 2020 due to covid-19, the Trust was unable to host a large scale winter event. Instead, a Christmas market was hosted with Duck Pond Markets. The market was engaging, safely delivered within covid-19

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restrictions and brought some much-needed Christmas spirit to the local community. The success of the Christmas market has led to a regular monthly market taking place in the gardens with Duck Pond Markets.

## Opportunity

After five years of hosting light trails and one year hosting a Christmas market, we would like to explore new opportunities and build an innovative and exciting Winter event season for 2021/22 and beyond. We are looking for events and experiences that will excite and engage the local community, as well as encourage new visitors from further afield.

We welcome expressions of interest for events and experiences of all natures and of all sizes. As we are looking to build a season of events; therefore we may look to host multiple experiences running simultaneously or back-to-back.

The estate is available for hire for any length of time between 1<sup>st</sup> November 2020 – 1<sup>st</sup> March 2022.

We are looking for partners who would:

- Create an engaging event for a broad diverse audience.
- Bring people to the estate in the quieter winter months.
- Be sympathetic to the estates charitable vision, mission and objectives.
- Be friendly and approachable offering high levels of customer service.
- Create an offering that highlights the key features of the estate.
- Be able to cater for families and disabled visitors.
- Have an offer for a range of income groups.
- Create an experience that would encourage return visits to the estate.
- Create an experience that will have people talking and sharing the experience with their friends and family.
- Provide a commercially successful event.

Applicants should include the site hire fee offers in writing with their submission. CHGT cannot provide guidance to the level of the site hire fee as this will depend on individual proposals and could otherwise influence or prejudice applications.

## Submissions

All submissions must contain all of the business information listed below along with any other supporting documentation. Submissions should be sent digitally to [Rozanna.Colquhoun@chgt.org.uk](mailto:Rozanna.Colquhoun@chgt.org.uk)

Submission deadline: 15<sup>th</sup> April 2021

## Contract Duration

We are looking for partners for the 2021/22 season November 2021 – March 2022, but welcome offers of longer term partnerships. Please provide details of such offers within your submission.

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## **Business Information**

Submissions should include:

- Proposal for experience/event
- Target market
- Box office proposal
- Marketing plan
- Health & Safety including Covid-19 measures
- Licencing information
- Details of similar events/experiences organised

## **Experience**

Applicants should explain experience they have in planning and operating experiences and events including previous examples and case studies to support their offer.

## **References**

Any appointment made will be subject to satisfactory references from venues of a similar nature to ours and financial checks following acceptance of a formal offer.

## **Local authority**

London Borough of Hounslow.

Planning permission, licencing and involvement from the Safety Advisory Group will be required from the London Borough of Hounslow as part of any event.

## **Notable information**

- The gates to the estate open at 07:00 every day of the year and close at dusk. Please see the gate closing times document enclosed.
- The gardens are open to the public and would be open for the duration of the build, live and de-rig phases of the event. The organiser will be responsible for managing the safety of the public surrounding their event compound.
- The lions share of the marketing, imagery, copy and content will be required from the event organiser. CHGT will support in marketing the event. This will include: feature on the website, newsletter promotion alongside other seasonal activity, social media posts, inclusion in posters displayed onsite.
- Staffing will be provided by the organiser to operate the event. CHGT will provide staff to supervise each phase of the event and the cost of this will be covered by the event organiser.

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## **Further documents to review**

### **Appendix 1 – Maps of the Estate**

We welcome applications for any/all areas.

### **Appendix 2 – Gate closing times**

This document shows the gate closing times and may be helpful for the planning of an event. We welcome applications for daytime and evening events.

### **Appendix 3 – Power Map**

Note that the organiser will be required to attend site to test all power sources and availability of water.

### **Appendix 4 – Essential regulations for large events+**

If you are submitting an application to operate a large event with us (500+ capacity) this document contains regulations that must be adhered to.

### **If any further information is required, please contact:**

Rozanna Colquhoun, Senior Commercial Manager

[Rozanna.Colquhoun@chgt.org.uk](mailto:Rozanna.Colquhoun@chgt.org.uk)

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## Appendix I – Map of the Estate



THIS DRAWING MAY BE USED ONLY FOR THE PURPOSE INTENDED AND ONLY WRITTEN DIMENSIONS SHALL BE USED

NOTES

-  Existing Trees
-  New Trees
-  Trees to be removed
-  Existing planting
-  New planting
-  Existing hedge
-  New hedge
-  Grass
-  Wetland
-  New Stumpery
-  Spring Bulbs



Revision Details	By	Date	Suffix

Drawing Status: **DRAFT**

Job Title: **Chiswick House & Grounds Sketch Scheme Stage**

Drawing Title: **Layout Plan of Chiswick House and Grounds**

Scale at A1: 1:1250

Drawn	Approved
RC	
Stage 1 Check	Stage 2 Check
MG	
Originated	Date
	31.03.05

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Drawing Number: **D105961/SK/016**

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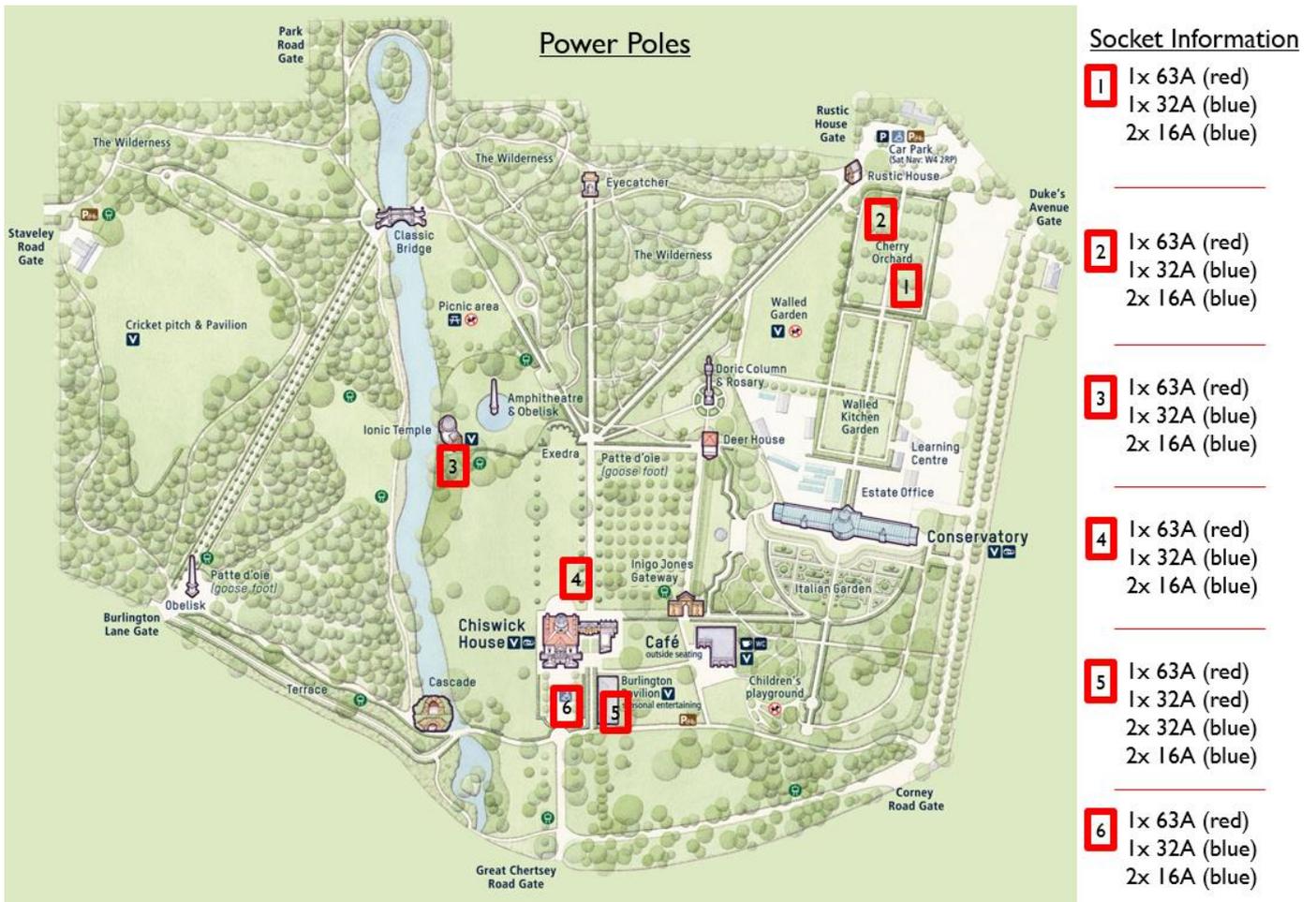
## Appendix II - Gate Closing Times

January	4.30pm
February	4.30pm
March	7.00pm
April	8.00pm
May	9.00pm
June	9.30pm
July	9.30pm
August	8.30pm
September	7.30pm
October 1 <sup>st</sup> - 25 <sup>th</sup>	6.30pm
October 26 <sup>th</sup> – November 30 <sup>th</sup>	5.00pm
December	4.30pm

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## Appendix III – Power Supply Map

We have 6 power poles onsite that are fixed into the ground. These contain three-phase power as detailed on the map below.



## **Appendix III - Essential Regulations for Large Public Events**

### **Background**

Chiswick House and Gardens Trust (CHGT) is a Registered Charity, registered number 1109239, responsible for the care, preservation and management of Chiswick House Gardens and events taking place in the House and Gardens.

The Trust's commercial and trading activities are undertaken via Chiswick House Trading Company Ltd, registered number 07152064. The commercial and trading activities are a crucial source of income for the Trust, contributing to the ongoing maintenance, improvement and restoration of this much-loved historic estate.

The registered office for both Chiswick House and Gardens Trust and Chiswick House Trading Company Ltd is: The Estate Office, Chiswick House and Gardens, London W4 2QN

The site is of international importance and the care and preservation of both the house and gardens is paramount.

### **Regulations**

Hirer's operating large events (over 500 capacity) are required to follow these regulations in addition to any event specific terms and conditions stated in the contract. These regulations are in place to ensure events are run safely and in line with guidance from the local council.

### **Planning the Event**

Event Management and Safety Plans are to be provided by the Hirer and approved by CHGT and London Borough of Hounslow Safety Advisory Group at least 8 weeks in advance of the event taking place. This must include (but is not limited to) the following:

- A schedule and installation plan.
- Vehicles and equipment to be used.
- A signage plan – including on the estate and from public transport.
- A traffic management plan approved by LBH traffic team. See Appendix III for further guidance.
- Event capacity including details of managing customer ingress and egress.
- A security plan.
- Steward mapping plan highlighting how the event will be manned.
- A comms plan for communicating with local residents about the event.
- First aid plan
- Covid-19 safety precautions
- All relevant risk assessments and method statements.

### **Event Operations – Build & De-rig**

- The build area must be fenced off from the public before work can start. The hirer must provide the equipment to do so.

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- The hirer must provide all barriers, rope and pins and other equipment – CHGT will not provide any materials or equipment.
- Where pathways are closed, directional signage is required to ensure visitors can find their way around the wider estate.
- Trees and Gardens are taken as seen and CHGT will not remove branches or repair route pathways unless they are deemed a Health & Safety risk by CHGT.
- Trackway or a similar material – approved by CHGT in advance – is required on lawns for vehicles to drive onto them.
- The Hirer has permission to choose their own suppliers with approval from CHGT outside of any of its buildings or structures with CHGT approval. CHGT accredited suppliers must be used in any of its buildings and structures.
- If equipment / structures are left on site overnight security must be provided to stay with it. CHGT does not have overnight security.

### **Event Operations – Live Event Days**

- The Hirer is required to supervise customer ingress and egress to ensure their customers are behaving respectfully of our neighbours and local residents.
- The Hirer must communicate the need to leave the Site quietly and be respectful of local residents. This communication should be sent with any other comms ahead of the Event date and announced at the closure of the live Event.
- All stewards and security to wear hi-visibility vests or jackets at all times.
- The Hirer and any suppliers will be required to operate “Challenge 25” for all products that require by law to be 18 years of age to purchase in line with the site Premises Licence (Appendix II)
- The Hirer must comply with the noise conditions set out in Appendix I.
- A sufficient number of toilets are to be provided, with a sufficient cleansing regime.
- All litter and waste must be taken off site.
- The Hirer is required to litter pick the egress route and following neighbouring roads within 1 hour of the Event closing:
  - Park Road
  - Sutherland Road
  - Short Road
  - Paxton Road
  - Staveley Road
  - Burlington Lane
  - Great Chertsey Road (the section of the road directly outside the Gardens)
  - Grantham Road

### **Customer Service**

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- The hirer to have a dedicated customer service/ticketing telephone number and email address for customer enquiries.
- The hirer must communicate ingress and egress instructions to all customers to advise on the exact location of the event entry point.
- The hirer must have a customer service point of contact available throughout the event.
- Notice must be provided to local residents advising of potential disruption at least 6 weeks prior to the event.

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### Noise conditions for open air events in London borough of Hounslow

This information is given by the London Borough of Hounslow Pollution Team ([pollution@hounslow.gov.uk](mailto:pollution@hounslow.gov.uk))

These conditions should be considered for open-air events, or events where residents or noise sensitive buildings are in close proximity to the event necessitating noise control over the event. <b>Event size</b>	<b>No. of Attendees</b>
Small	up to 500
Large (1)	up to 2000
Large (2)	up to 4000
Large (3)	up to 6000
Large (4)	up to 8000

1. The organiser shall ensure that all requests from the Council's Pollution Control Team are complied with.
2. Details of two contact telephone numbers including a mobile telephone number permanently manned during performances are to be made available to Council Officers prior to the events.
3. Regular checks are to be carried out at the nearest sound sensitive locations to the event (e.g. houses, residential homes, churches) to monitor the noise and ensure that reasonable noise levels are not exceeded.
4. If the event is considered to have significant noise impact, the organiser may be required to adhere to some or all of the conditions for larger events as set out in the section below.

#### Large 2, 3 and 4 events

1. The organiser will be required to employ a noise control consultant who shall carry out a sound test prior to the event of the sound sources. The sound tests should be conducted from the nearest residential premises.
2. The organiser shall ensure that all requests from the Council's Pollution Control Officers are complied with.

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3. Details of two contact telephone numbers including a mobile telephone number permanently manned during performances are to be made available to Council Officers prior to the events.
4. At least one week prior to the beginning of the event a leaflet drop is to be made to households in the immediate area. The leaflet is to include a description of each performance, and contact telephone numbers.
5. That the organiser conforms with the Code of Practice on Environmental Noise Control at Concerts, The Noise Council 1995
6. From the Code, the music noise levels (MNL) measured or predicted at 1m from the façade of noise sensitive premises shall not;
  - a. \*exceed 65dB(a) over a 15 minute period, or
  - b. \*exceed the background noise level by more than 15dB(A) over a 15 minute period
7. Regular checks are to be carried out at the nearest sound sensitive locations to the event (e.g. houses, residential homes, churches) to monitor the noise and ensure that the limit set is not exceeded.
8. All sound equipment on site shall be controlled by the noise control consultant.
9. No additional sound equipment shall be used on site without the prior agreement of the Council's Pollution Control Team and the noise control consultant.
10. The appointed noise control consultant shall continually monitor noise levels at the sound mixer position and advise the sound engineer accordingly to ensure that the noise limits are not exceeded. The Council shall have access to the results of the noise monitoring at any time.

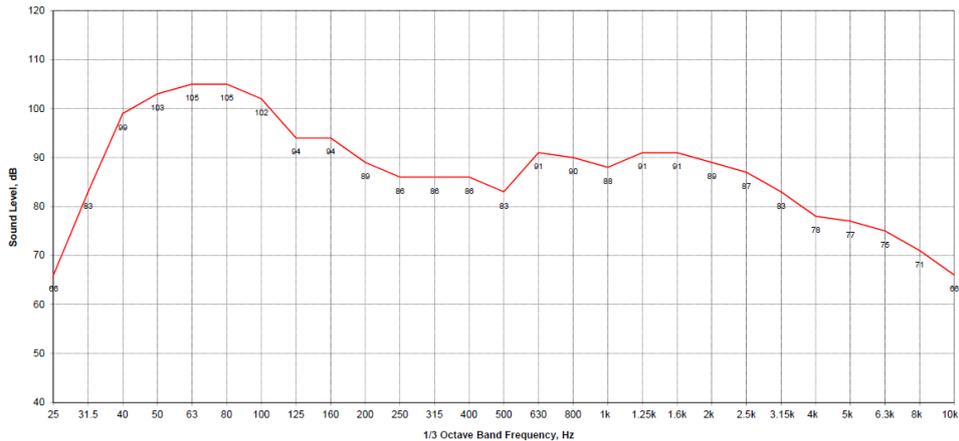
\*Note that 6.1 applies for venues that hold 1-3 days of events per calendar year, 6.2 applies to venues that hold 4-12 days of events per calendar year. This is not the number of days of any particular event but is an accumulation of all the days of all the events at one particular venue.

### **Conservation Sound Limits set by English Heritage**

In addition to monitoring required by the local authority an additional monitoring location should be included for events of all sizes immediately adjacent to the house at the point closest to the main stage. The monitoring at this point should not exceed an overall noise level of 99dB (A) Laeq,5mins **and** the one-third octave band sound levels do not exceed the limiting values as set out in figure 1, below.

Details of the equipment proposed to measure the sound levels must be submitted to CHGT for approval by English Heritage. This must be submitted at least 8 weeks prior to the Event.

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## Traffic Management

The Hirer requires written approval from London Borough of Hounslow Safety Advisory Group of the event's Traffic Management Plan. The scale and nature of the event will determine the detail required by LBH.

## Build and De-rig Phases

Vehicle access to Chiswick House, the Conservatory and Burlington Pavilion is through the Dukes Avenue Gate off the A4 westbound clearly signed Service vehicles only, immediately before the Chiswick House public car park.

Vehicle access to the Walled Garden is at the car park entrance, directly after the main Dukes Avenue entrance.

All drivers must stop when they enter the Site to be authorised access by a Warden. If there is no warden present, drivers must contact the on-duty Event Manager; they are not to proceed without authorisation under any circumstances.

Vehicles will be met at the House forecourt by another Warden who will provide further direction if required and information regarding unloading and parking.

All vehicles must adhere to the 5mph speed limit whilst in the park and use full hazard lights at all times as children and unleashed dogs are the norm.

Vehicles are not to go off paths. Precautions such as turf tyres and tracking will be required should it be essential to the event for vehicles to move over grass.

There is no onsite parking unless by prior arrangement with CHGT.

When a vehicle is ready to leave, they will be directed by the Warden to follow the one-way system in place to ensure.

There must always be access for an emergency vehicle from the Dukes Avenue gate to Chiswick House and around the one-way system.

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The maximum vehicle size that can make its way around the one way system is a 7.5T vehicle and this is the maximum allowed into the estate.

### **Live Event Phase**

The Hirer will be required to work with the Traffic Management team at London Borough of Hounslow (LBH) to agree an appropriate traffic management plan for the live phase of the Event. This must be in place at least 12 weeks in advance of the event to allow the Hirer adequate time to communicate by letter to local residents.

Chiswick House & Gardens has a small car park for day visitors that can hold up to 60 cars located off the A4. The access/egress point is straight off the main A4 road which is a busy three lane roads that leads to the start of the M4.

During large events it is not feasible to run this car park for event visitors. The car park has been used on past events, managed by the Hirer and with approval from LBH, for blue badge parking and taxi drop off / pick up.

If LBH approve a TRO put in place, residents should be notified in good time via letter detailing the road closures.

The car park entrance requires access to residents to the W4 apartments, Will to Win and the Scouts. Passes have been issued to these in the past with passes/permits to make them recognisable to stewards.

### **Communication**

CHGT will update the website and ensure that it is clear for any visitors looking for parking information that there is no parking for guests and that public transport is advised (pending Covid-19 regulations). Please ensure that your website is clear that there is no parking available, that local roads are also closed and that public transport or taxi arrival is advised. It will always be clear that Blue Badge parking will be made available and it is the Hirers responsibility to ensure this is available.