



CHISWICK HOUSE
& GARDENS TRUST

Partner Events at Chiswick House & Gardens 2024-25





About us

Chiswick House and Gardens is one of the most glorious examples of 18th-century British architecture and landscaped gardens, with over 300 years of discovery, inspiration, and delight. The Gardens are a Grade I listed Historic Park, as well as the setting for Chiswick House, a Neo-Palladian villa sitting at the heart of the Estate.

Following a major restoration project, completed in 2010 with support from the National Lottery Heritage Fund; London Borough of Hounslow and English Heritage Trust formed the independent Chiswick House and Gardens Trust to unify the care of the House and Gardens.

Today we welcome over one million visitors every year. Our vision is simple – we want to be here for everyone, every day.

Chiswick House and Gardens Trust relies on commercial events to raise essential funds to maintain and care for the Estate and support community project work. In addition to private venue hire events, the Trust curates a programme of commercial ticketed events each year to raise income and engage the community.

Context

Over the last 10 years, Chiswick House & Gardens Trust has hosted many successful public events including several light trails, Pub In The Park, Happy Place Festival with Fearne Cotton, The Luna Cinema, food festivals, Giffords Circus, open air theatre, cinema and several others.

Each year, the programme continues to gain strength and momentum, with sell-out shows becoming the norm. Chiswick House & Gardens Trust has a very engaged local audience, with high sales coming from W4 and the surrounding postcodes. Close proximity to Central London and excellent transport links further supports the success of ticket sales. In 2023 we welcomed 38,000 visitors through Partner Events.

Opportunity for 2024-25

We would like to explore opportunities to host new experiences / events.

We will consider all types of experiences / events that could utilise any area of the gardens, for any length of time between 1 – 30 May 2024 and 1 August 2024 – 1 November 2024.

All scales of event are welcome; from intimate supper clubs to 5000+ person festivals.

Our current annual programme includes the following events (*subject to change*)

- **Gifford's Circus** – A family-run traditional circus with an onsite dining experience
- **Happy Place Festival** – A festival promoting physical and mental wellbeing. Features include live podcast recording, fitness classes, mindfulness workshops, creative workshops and sustainable retail.
- **Pub In The Park** – Michelin-star chef Tom Kerridge brings pop up restaurants and pubs to Chiswick House alongside live cooking demos and a line-up of live music.
- **Open Air Theatre** – We work with 3 theatre providers throughout the summer season, to deliver 2 family shows and 1 adult theatre evening.

Each year the Trust works with a theme, and we encourage all events have a link to it. The theme for 2024 is **food**. This can be interpreted in any way, and we welcome all types of events. For example, Gifford's Circus use produce from our Kitchen Garden in their onsite restaurant.

We would like a partner who will:

- Create an engaging event for a broad audience.
- Be sympathetic to the Trust charitable objectives.
- Create an offering that complements the key features of the estate.
- Be able to cater for families and visitors with accessibility needs.
- 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.
- Be friendly and approachable, offering high levels of customer service.



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Multi-year proposals are encouraged.

Commercials

Site hire fees are unique to each event. Applicants should include a financial model for their event within the submission, with a proposed fee structure for consideration.

Timeline

Submission deadline: 21 December 2023

Appointment made: January 2024

Submissions

All Submissions must contain all of the business information listed below along with any other supporting documentation you wish to share. Submissions should be sent to the Senior Commercial Manager:

Rozanna.Worthington@chgt.org.uk

Contract Duration

All options will be reviewed. We are ideally looking for a minimum 2-year contract, with a review after year-1.

Business Information

Submissions should include:

- Proposal for an experience / event
- Target Market
- Licensing information
- Box office proposal
- Details of other similar events organised

References

Any appointment will be subject to satisfactory references and financial checks once a formal offer has been made and accepted.

Notable information

- CHGT will support in marketing the event. This will include: feature on our website, social media posts, newsletter promotion, press releases, a feature in our what's on leaflet, on site promotion.
- Staffing will need to be provided by the hirer to operate the event.
- The Gates to the estate open at 07:00 every day of the year and closes at dusk. Events can operate during these times, but the hirer must enclose the area with fencing. Events may also operate outside of gate times (e.g. evening events, light trails)
- As we are a public site, additional health and safety measures may be needed, and it is up to the hirer to ensure the safety of the public.
- Chiswick House & Gardens is a grade I listed heritage estate. We rely on Event Partners to help us look after the estate while working.
- There are selected areas where staking is not permitted (*map available on request*) and weights must be used.
- Large vehicles can access the Estate via the Walled Garden. Small vans and buggies with trailers can access the wider Estate.
- We have a wildlife presence onsite. Large-scale events using populated areas of the estate may require an ecology report to be undertaken.
- The local authority is London Borough of Hounslow. Planning permission, licensing and involvement from the Safety Advisory Group may be required from the London Borough of Hounslow as part of any event. CHGT will advise on receipt of your proposal.

Further Documents to review

Map of Estate with Images of the Site

CHGT can advise (*on request*) of areas that are used by current event partners. Any part of the Estate can be used, but please remember it is the responsibility of the Hirer to ensure the event area is not accessible by the public as the wider gardens remain open to the public.

/ appendix



The following documents are available on request

Power & Water facilities

This document shows the location of power on the estate and what power is available at those locations.

Gate Closing times

This document shows the 2024 gate closing times which may help with the planning of an event. The gardens may be open for events outside of these times, but it is helpful to know when the public will be onsite.

Site Regulations

Chiswick House & Gardens is a grade I heritage site and due care must be taken when operating onsite. This document outlines the key site regulations for events. While not all areas of this document may apply to your event, it may be useful for your planning. Regulations will be agreed upon appointment for how your event will operate onsite.

CAD Plan (including service plan)

The Cad drawing is available on the service plan. If any staking is required for structures utility lines need to be considered.

Vehicle Access Map

If any further information is required, please contact:

Rozanna Worthington, Senior Commercial Manager

Rozanna.Worthington@chgt.org.uk



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In this document you will find:

- Site map (CAD available on request)
- Site images
- Past event images

Site Plan (CAD and services plan available on request)

Chiswick House and Gardens - Google Maps



Chiswick House



Gardens



Gardens



Gardens



Kitchen Garden



Walled Garden



Cricket Pitch



Garden Pavilion



