

Second Event Proposal – Contemporary Garden Fair

Executive Summary

The Affordable Art Fair (AAF) is an established company with a strong reputation for delivering successful contemporary events. The organisers of the Affordable Art Fair would like to propose a new event that is held in the marquee, erected on the East Heath fairground site, the week after the art fair in 2014. The proposed event would be a contemporary garden fair (possibly called the Hampstead Garden Fair (HGF)) with a similar ethos to the art fair - providing an accessible, relaxed, educational, fun community event for all ages to enjoy.

Hire

AAF would like to extend the hire period of the East Heath fairground site for a maximum of 28 days (including build and breakdown periods) in June 2014. The proposed second event would take place the week after the Affordable Art Fair, open to the public for three to four days between 19 – 22 June.

Benefits

The Garden Fair aims to benefit the local community and Hampstead Heath through:

- Providing a new dynamic, contemporary garden fair in the heart of Hampstead appealing to a London audience and further afield.
- An Education Programme including free workshops for the public, an open access education space, talks by members of the horticultural community, interactive installations and a reach out for local schools.
- Working with local horticultural organisations, societies and historic trusts plus members of the community, incorporating their skills and enthusiasm for gardening as well as embracing the rich traditions of the area. Organisations could include Heath Hands, Marylebone Bird Watching Society and others.
- Benefits to local businesses and facilities in South End Green, Highgate and Hampstead Village in particular.
- Ties with Vale of Health, Heath and Hampstead Society, Hampstead Garden Suburb and historic woodlands, overall underlining the importance of ecology and nature conservation in the area.
- Providing a platform for a local charity, such as the Harington Scheme, to launch its cause, raise its profile and reach an intuitive, open minded audience with a percentage of proceeds from ticket sales from the Private View in its aid.
- Encouraging recreational days out that incorporate the Heath as part of the visiting experience.
- Complimentary and discount ticket offers to horticultural societies and members of the community.

Content

A one-stop shop for garden enthusiasts looking for inspiration, high quality products, great plants and new ideas. It will break the rules of the conventional horticultural show circuit and create a must-see, London centric, contemporary garden event which will become an annual festival of flowers, gardening, environment and community.

Exhibitors participating in the event would comprise of a stylish mix of innovative design, sustainability and grow your own related products, more classic merchandise and nurseries selling rare, bespoke plants. We would market the event as a fun place to buy, meet, talk, learn, and be inspired by the real heroes of British and European gardening with a focus on education that includes talks, lectures and workshops by leading industry experts.

Through extensive research, we feel that a contemporary garden fair is appropriate for the NW3 area and will become an event that the environmentally conscious community will embrace. Many residents nearby and further afield recognise the importance of an outdoor living space, either in the form of private gardens in their own homes or shared allotments. Tough economic climate means people are spending more leisure time at home, inspiring more interest in

refreshing their gardens, plus saving money by growing their own produce.

We will support traders and local amenities within neighboring boroughs and appeal to gardening factions to foster ties the event. The garden fair would aim to support the local communities of the Heath in a variety of ways and would welcome discussions with committees and residents associations to collect suggestions about how this could be possible.

Logistics

The event would be held in the same temporary structure constructed for the Affordable Art Fair. AAF management has a reputation of organising successful events efficiently and safely with all risks assessed prior to the event. We are working together with industry experts who will advise and lead the event in order for it to be a success. Romy Westwood, Director of Affordable Art Fair Hampstead, would continue to manage the production of the event and advise the Garden Fair Director on all logistics. All logistical aspects would be discussed with the members of the City of London Corporation beforehand and take into account views of all concerned parties.

Schedule

DATE 2014	DETAIL
Wed 28 May	Take over site. Build phase 1 & 2.
Wed 11 June	AAF Private View
Sun 15 June	AAF last day
Mon 16 June	Breakdown AAF. HGF build.
Thu 19 June	HGF Private View
Sun 22 June	HGF last day
Mon 23 June	Marquee breakdown commences
Mon 30 June	Hand back site

Finance

The additional event, on site for an extra week, would create significantly more revenue for the City of London whilst maximising the use of the venue. A substantial hire fee for the City of London Corporation's collaboration is to be discussed. It will provide funds that can then be inputted back into the Heath.

Launching a brand new event to a new market is a significant risk. We believe, and industry experts concur, that there is a demand for this new kind of garden event in London and we would like to think that by year three we can build upon the success of the first and second fairs and move into profit. In terms of the Heaths revenue, due to this risk, it may be prudent to arrange a staggered increase of the hire fee over a three year period, starting at a minimum of £15,000 in year one and equaling the current contribution the art fair pays by year three.

Should the event be approved by the Hampstead Management committees in theory, we will submit a proposal outlining the event in more detail. If the event gets approval, we would like to announce its launch by the end of March 2013 in order to give us enough time to plan and prepare.

