

## Appendix 4 - Finsbury Circus Events Benchmarking

A benchmarking exercise of other public open spaces in Westminster, Southwark and the Royal Parks was undertaken. Whilst it is not always possible to draw direct comparisons due to differences in event type categorisation, application process as well as size and location of the different spaces available to hire. The following information formed the thinking on the price point for Finsbury Circus Gardens.

Westminster charge a £7,500 per day for all event types (standard, Charity and community) in their tier 1 sites. These being Berkeley Square, Leicester Square, Marble Arch (hardstanding area), Strand/ Aldwych.

Southwark charge £7,707 per day for events of between 500 and 2000 attendees.

The royal parks charge for events of over 500 participants:

- £5,000 to £980,000 for commercial events
- £2,000 to £20,000 for charitable events
- £100 to £4,000 for non-profit, free events