

<b>Committee(s):</b>	<b>Date:</b>
Markets Committee	9 May 2018
<b>Subject:</b> Smithfield 150 <sup>th</sup> Anniversary	<b>Public</b>
<b>Report of:</b> Director of Markets & Consumer Protection	<b>For Information</b>
<b>Report author:</b> Mark Sherlock, Superintendent, Smithfield Market	

### **Summary**

Over the August Bank Holiday, the Museum of London will join forces with the Smithfield Market Tenants' Association (SMTA) and others to put on a large-scale weekend street party of free, public festivities to celebrate the 150<sup>th</sup> anniversary of the iconic markets at Smithfield. The weekend will be reminiscent of the old St Bartholomew's Fair and feature food, music, historic re-enactments and much more. This report aims to provide Members with information on the arrangements that are in place to mark the anniversary, and to ensure that any disruption to the operation of the Market during the celebrations is minimised.

### **Recommendation(s)**

Members are invited to note the contents of this report.

### **Main Report**

#### **Background**

1. 2018 marks the 150th anniversary of the world-renowned Victorian Smithfield Markets. As part of Culture Mile, a weekend of free celebrations will take place over the August Bank Holiday celebrating the history and people that make Smithfield. This event aims to welcome, entertain and engage the whole of London, establish the area as a cultural destination in the minds and lives of many, and contribute towards building a rich sense of community between local residents, organisations, businesses, and partners. Smithfield 150 seeks to be a major family friendly outdoor event attracting up to 30,000 visitors over the Bank Holiday weekend.
2. A steering group made up of representatives from the Museum of London (Chaired by the Director of the Museum of London), members of the SMTA, the City of London Corporation, Barbican, London Symphony Orchestra, Guildhall School of Music and Drama and the appointed event management company Pickard Productions have been meeting monthly since September 2017 to plan, co-ordinate and manage the event.

3. The event will cover a proposed core area (Appendix A map) stretching from Farringdon Road to the opposite end of the market, utilising Grand Avenue and East and West Poultry Avenues, West Smithfield, Long Lane and Cloth Fair with logistics to be co-ordinated by the steering group. Peripheral zones such as Charterhouse, Cloth Fair and St Bart's will be included.

## Current Position

4. The aims and objectives of the event will be to:
  - 1) The event aims to welcome, entertain and engage the whole of London, establish the area as a cultural destination in the minds and lives of many and contribute towards building a rich sense of community between local residents, organisations, businesses and partners.
  - 2) **Support the strategic objectives set out in the City of London's Cultural Strategy:** in particular developing Culture Mile into an exciting destination in London and better promoting our culture and visitor offer and use of our outdoor spaces.
  - 3) **Reflect Culture Mile values:** joined-up, experimental, generous and agile. The event will reveal the area's world class cultural activities, be recognisable and different and offer opportunities for collaborative working between Culture Mile core and local partners.
  - 4) **A chance to learn:** Smithfield 150 will be the second major Culture Mile event in 2018 and further test what a Culture Mile event might be.
  - 5) **Be rooted in the Smithfield community:** celebrating the market and history of the area, and the people who now live, work, or enjoy the area, and attracting new visitors to discover Smithfield.
  - 6) **Be reflective and representative of London and Londoners:** Smithfield 150 will be a free event and remove as many barriers as possible to enable as diverse a range of audiences as possible to come and enjoy the event.
  - 7) **Be the start of a conversation:** Smithfield 150 will have important legacy goals – enhancing a sense of community and belonging within the Smithfield area, developing Culture Mile partnerships with local organisations, schools, businesses, and investors, and test the appetite for future events in Smithfield.
5. The event will be targeted at the widest possible audience (between 20 and 30 thousand visitors) but with a family focus, particularly during the day but with the potential for an adult offer into the evening. A draft creative brief has been developed with a central theme of 'London's Biggest Birthday Party'

which will start on Saturday 25<sup>th</sup> August and on Sunday 26<sup>th</sup> August the celebrations will continue with 'London's Biggest Sunday Lunch' bringing family, friends and communities together, with a particular focus on preparing, sharing and eating food together.

6. Sunday may also offer visitors a unique chance to explore and discover Smithfield, perhaps with a chance to see inside the market, meet some of the traders and learn more about the history of the market area, also including the chance to develop work with satellite partners (for example St Bart's or Charterhouse) to offer complementary programming and access to the public. Both days will include programming elements that are devised or delivered in partnership with core Culture Mile partners.
7. Marketing and communications will deliver the event campaign in close collaboration with programming, partnerships and communities streams as well as other groups. The Marketing and PR content together with event legacy plans are now being developed for further assessment and input.
8. Working groups have been created with responsibilities for Budgets and Sponsorships, Content, Communications, Family and Learning, Logistics, Partnerships, Programming and Understanding Smithfield. Additional work streams will sit under these key groups.
9. The Superintendent will chair the Logistics group to ensure the event programme does not impact unnecessarily on the continuing market operation and that wherever possible, the market can complement the event programme and events. The group currently also comprises of representation from Pickard Productions, the SMTA, Head of Maintenance and in due course other CoL departments as need dictates.

### **Budgets and Sponsorships**

10. The City of London Corporation through the Cultural Mile has provided a £50,000 advance for use within the 2017-8 financial year with a further £100,000 available after the Policy and Resource Committee meeting in May. The Museum of London will contribute £100,000 to the event and the SMTA £50,000. This leaves an anticipated current shortfall of £50,000 to the event plan budget of £350,000. It is expected that this shortfall will be met by contributions from sponsors, industry business and culture mile brand partners.
11. The City of London Corporation will support the event by providing key infrastructure services to include utility provision, welfare, waste and street cleansing services. Whilst some of this resource will be met from within existing market budgets, there may be the need to charge the event budget for additional costs in conjunction with other event services that the steering group will approve as part of overall financial governance.

## **Conclusion**

12. An event project plan is now in place with 45 workstreams identified through to the event de-rig on the 26 and 27 August. There are a further 5 steering group meetings planned before event day, together with the conclusion of marketing artwork, resident communications, infrastructure scoping, draft traffic management and safety management plans and Licence application submission before the end of April. The Superintendent will provide verbal updates to Committee as the project plan progresses.

## **Appendices**

- **Appendix A** – Event map

### **Mark Sherlock**

Superintendent, Smithfield Market, Department of Markets and Consumer Protection

T: 020 7332 3747

E: [Mark.Sherlock@Cityoflondon.gov.uk](mailto:Mark.Sherlock@Cityoflondon.gov.uk)