

# **Christmas at Kenwood**

**Planning Application**

**01 Event Statement**

**Prepared by Cubit Design**

**3rd August 2021**



ENGLISH  
HERITAGE

**KiLiMANJARO**



# CHRISTMAS

AT KENWOOD

2021

## Planning Application - Design Statement

EVENT	Christmas at Kenwood 2021
OPEN DATES	Friday 26 <sup>th</sup> November 2021 - Sunday 9 <sup>th</sup> January 2022 <i>(Excluding Monday 29<sup>th</sup> November and 25<sup>th</sup> December)</i>
VENUE	Kenwood House, Hampstead Lane, Hampstead, Greater London, NW3 7JR
PROMOTER	Kilimanjaro Live Ltd & English Heritage

# Contents

Event Cover	
Contents	1
1. Event Background & Management Team	2
2. Venue Details & Show Timings	3
3. Ticketing	4
4. Marketing and Media	5
5. Public Facilities	5
6. Accreditation	7
7. Health & Safety	7
8. COVID-19 Measures	7
9. Site Infrastructure	8
10. Production	9
11. Crowd Management	10
12. Crowd Management	10
13. Medical / First Aid	10
14. Capacities	11
15. Kenwood House Gardens and Surrounding Environments	11
16. Kenwood Events - Site rules and Protocols	11

## ***Additional Documentation***

**01 Event Planning Proposal Statement 02 Photographic Survey**

**03 Tree Survey**

**04 Additional Drawing and Information** -Location Plan, Site Plan

Trail Plan

Event Area GA (KL.01.01)

Christmas Market Area (KL.01.02) Presents Plan (KL.01.03)

VIP AREA (KL.01.04)

Boneyard Areas A/B (KL.01.05) Entrance Tickets Bag Search (KL.01.06)

Trail Bar 2 (KL.01.07)

Waste Management Plan (TBC)

**05 Christmas at Kenwood - Design Information Deck**

**06 Presents - Structural Details**

# 1 | Event Background and Management Team

## 1.1 Background to the Event

Christmas at Kenwood is a joint venture between Kilimanjaro Live and English Heritage that is set to be a Christmas themed audio/visual trail that will take place at Kenwood House, London from Friday 26<sup>th</sup> November 2021 through till Sunday 9<sup>th</sup> January 2022.

On the edge of Hampstead Heath surrounded by tranquil landscaped gardens, Kenwood is one of London's hidden gems. The lights trail will be set within the gardens of the house on a 1.3-1.4km long route that will lead customers through the magnificent trees, to take in installations at the lake, the house and in the surrounding gardens.

## 1.2 The Management Team

Title	Name	Contact No.	Email
Event Manager (Kilimanjaro)			
Event Manager (English Heritage)			
Business Development (Kilimanjaro)			
Marketing Manager (Kilimanjaro)			
Marketing Manager (English Heritage)			
English Heritage Events Manager			
Site Manager			
Production Manager (DBN)			
Security (Guardforce)			
Medical Team			
Ticketing Manager (SEE)			
Box Office Manager			
H&S Advisor			
Bar Manager			

## 1.3 The Site Plan - See Drawing Document

## 2 | Venue Details & Show Timings

### 2.1 Venue Details & Show Timings

Venue Name	Kenwood House
Venue Address	Kenwood House, Hampstead Lane, Hampstead, Greater London, NW3 7JR
English Heritage Contact	
Venue Contact	
Capacity	Maximum 6,000 per day
Event Timings	Friday 26 <sup>th</sup> Nov – Saturday 1 <sup>st</sup> Jan 1 <sup>st</sup> time slot 16:30 – 17:00 Last time slot 21:00 – 21:30 Final entry 21:30  Sunday 2 <sup>nd</sup> Jan – Sunday 9 <sup>th</sup> Jan 1 <sup>st</sup> time slot 16:30 – 17:00 Last time slot 20:00 – 20:30 Final entry 20:30  The site will be closed on Monday 29 <sup>th</sup> November and Saturday 25 <sup>th</sup> December (Christmas Day)
Site Build	Monday 1 <sup>st</sup> November 2021 till Thursday 25 <sup>th</sup> November 2021 Site times 08:00 till 20:00
Site Break	Monday 10 <sup>th</sup> January 2022 till Friday 21 <sup>st</sup> January 2022 08:00 till 20:00
Site Handover	Friday 21 <sup>st</sup> January 2022 at 2pm

### 2.2 Audience Profile

The event is aimed at persons of all ages, particularly families and couples.

This event is open to all and fully inclusive.

### 3 | Ticketing

Ticketing is managed by SEE Tickets and sold via [seetickets.com / https://christmasatkenwood.seetickets.com/](https://christmasatkenwood.seetickets.com/)

#### *Friends of Kenwood discount*

We have set-up a discount of 10% off each price type for local residents. See Tickets to provide [how many] single use codes, which the Kenwood team will distribute to local residents.

Residents should redeem the discount by entering their single use code in the code box on the main event page (<https://christmasatkenwood.seetickets.com/>).

#### *Ticket Prices*

See ticketing letter within the appendices for a full breakdown of all tickets and ticket prices

All tickets will be e-tickets to be scanned directly from mobile phones to avoid contact and to maintain social distancing.

Children under the age of 3 years old go free and will not require a ticket to the event.

#### **3.1 Ticket Conditions**

A copy of the ticket conditions will be attached within the appendices

#### **3.2 Arrangements for Disabled Patrons**

Kenwood House and gardens are fully accessible. Please see here for full assessment of accessibility features of the location. <https://www.english-heritage.org.uk/visit/places/kenwood/plan-your-visit/access/>

The event makes use of existing pathways and routes within the gardens, so this information applies to the event as well.

Disabled customers are eligible to bring one free carer with them free of charge. If customers require additional support, they will be required to email [customerservices@gigantic.com](mailto:customerservices@gigantic.com)

Christmas at Kenwood is set within the naturally undulating grounds of Kenwood. Every effort has been made to make the trail fully accessible, however customers will be made aware that by its nature it will cover some uneven terrain with a number of varying gradients.

Wheelchairs or mobility scooters won't be provided. However, those who require a wheelchair or a mobility scooter are welcome to bring them. There will be staff on hand in particularly challenging areas to assist customers up any steep inclines.

A limited number of Blue Badge parking will be available onsite but must be booked in advance at time of booking or via customer services. The location of this parking area is TBC. There is no other parking available on site.

Guide dogs are welcome but we ask that they are pre-registered.

## 4 | Marketing and Media

### 4.1 Marketing and Publicity Campaign

Marketing and publicity will take place using print ads in newspapers and magazines, online, posters, radio and editorial interviews. This will be managed by Ginette Sinnott at Kilimanjaro Live and Kingston Myles at English Heritage.

## 5 | Public Facilities

### 5.1 Catering Concessions and Market Traders

Public concessions will be supplied and managed by an appointed Concessions Manager and will be available at the Christmas Market and at two locations on the trail marked on the site map.

There will be a selection of market traders and food units available for the purchase of hot and cold food and soft drinks within the Christmas Market which is located adjacent to the house on the flower garden.

This area will be open during the day as well as during the event times and non-ticketholders will need to vacate the area at 4.30pm each day (subject to licence).

Full details of each unit and owner will be collected and held on site. Health and Safety information i.e. risk assessments and insurance documents will be available at the event.

Within the Christmas Market there will be a Carousel for the enjoyment of Visitors. The carousel is 10.5m round plus 1.5m for barriers with a height of 7m

### 5.2 Water

Drinking water will be available at the bars.

### 5.3 Bars

The Bar franchise will be run by One Circle.

There are to be 5 bar locations on the site, these are depicted on the latest site map:

*Please note that all bar locations are currently being discussed and are subject to change*

Each customer will be asked to continue the trail after they have purchased their beverage, to ensure a continuous crowd flow through the route.

A “challenge 25” policy will be operated at all the bars, shops and structures where alcohol can be obtained.

### 5.4 Bar Operating Times

LOCATION	TIME
Bar 1	4.30pm – 11.30pm*
Bar 2	12.00pm – 4.00pm* & 4.30pm – 11.30pm*
Bar 3	12.00pm – 4.00pm* & 4.30pm – 11.30pm*

Bar 4 4.30pm – 11.30pm\*

Bar 5 4.30pm – 11.30pm\*

*\*Serving of Alcohol and Late Night Refreshments subject to licence*

### 5.5 Sanitary Facilities

To be supplied by Kenwood House's permanent toilets.

Additional toilet facilities will be brought in as required.

The supplier will be responsible for regular maintenance and servicing of the toilets throughout the event including constant deep cleaning to maintain covid-19 safety standards.

### 5.6 Smoking Policy

In line with the UK law – smoking is prohibited by law in any public indoor facility / room / working environment. Smoking is only permitted away from any structures and from any sources of fuel.

### 5.7 Restricted Items

There will be a full person and bag search in operation. Customers are advised not to bring any of the following items to the event as they will not be allowed to enter the site if any of the below items are found in their possession.

- |   |   |
|---|---|
| • Aerosols                                | • Gas cylinders/canisters   |
| • Air horns                               | • Glass   |
| • Alcohol                                 | • Knives  |
| • Animals (except assistance dogs)        | • Liquids (over 100ml)  |
| • Bags (larger than A4 size)              | • Illegal substances (drugs)  |
| • Bicycles, scooters, roller skates       | • Laser pens  |
| • Blow torches                            | • Legal / herbal highs (includes Nitrous Oxide and associated equipment including balloons) |
| • Cans                                    | • Megaphones  |
| • Chairs                                  | • Professional audio-visual recording equipment   |
| • Chinese lanterns                        | • Smoke bombs / canisters   |
| • Cooking apparatus                       | • Sound systems   |
| • Cool bags / boxes (large)               | • Tabards/High Viz Jackets  |
| • Drinks                                  | • Weapons   |
| • Drones                                  |   |
| • Fireworks / pyrotechnics                |   |
| • Flares / distress flares / smoke flares |   |
| • Food                                    |   |

Prohibited items will be confiscated and if any attendee is found with any illegal item they will be refused entry and referred to the Police.

### 5.7 Car Parking



There is no public parking available on site. A limited number of Blue Badge parking will be available onsite but must be booked in advance at time of booking or via customer services. The location of the blue badge parking area is TBC.

#### **5.8 Shuttle Bus**

There will be an event shuttle bus operated by Big Green Coaches, running from Finchley Station. 4 x double decker buses will run on a constant rotation and tickets can be purchased at the time of booking, with a limited number available on the day. Subject to licence from TFL.

### **6 | Accreditation**

The accreditation plan will be issued separately

### **7 | Health and Safety**

The health and safety documentation will be collated and completed by John King at Rock Safely Ltd. A COVID-19 risk assessment will be included as part of the event safety documentation and the latest government guidance will be constantly reviewed and operations adjusted accordingly.

In April 2015 new Construction Design and Management (CDM15) regulations came into force. These new regulations now include the Live Events sector. To comply with CDM15 a copy of the construction phase plan and a copy of the H&S compliance sheet will be held within the site office.

### **8 | COVID-19 Measures**

If required, various measures will be put in place to ensure that Christmas at Kenwood is safe for all customers at all times. The latest government guidance will be constantly reviewed and operations adjusted accordingly. The capacity of the event has been calculated on a socially distanced basis of 650 customers per 30 minute time slot. As the course is approximately 1.3-1.4km long there will be at least 2.15m of space per customer. Upon entry the ticket scanning team will ensure a suitable distance between each customer/group of customers entering the trail before the next customer/group of customers are scanned and let in. If required, stewards around the trail will ensure that customers maintain at least 2m distance for the customers ahead of them.

Customers may be asked to wear masks whilst within the trail, if government guidance and event management suggest this to be necessary. If required, all staff on site will be asked to wear a protective face covering at all times during event hours.

Regular deep cleaning will take place on any touch points, or location where food or drinks are being consumed and there will be multiple hand sanitation stations around the trail.

As this is a dynamic situation which changes regularly, all of these measures are being constantly reviewed.

A COVID-19 risk will be included within the Event Safety Plan

## 9 | Site Infrastructure

### 9.1 Communication

A radio system will be in place to allow the management team, medics, security, production technicians, bars and cleaners to communicate.

### 9.2 Build & Break Schedule

The Build & Break Schedule will be attached within the appendices.

### 9.3 Signage

Illuminated exit signage will be in place at all useable exits from the trail area. There will be a variety of direction signage around the site which will show visitors where the nearest toilets, food, bar, and exits are. There will be a site map at the entrance which will highlight key areas of the route.

### 9.4 Power

Generators will be brought in to power the necessary site infrastructure. The location of the generators and contractor are to be confirmed.

### 9.5 Site Lighting

Being a light trail, the route will be fully illuminated throughout. A rehearsal will take place a couple of days before the first event day to ensure there are no dark patches.

### 9.6 Fencing & Barriers

Crowd control barrier will be used to mark out the ticket check lanes and control the passage of customers around the route and a variety of tensa barriers and rope and post will be used to delineate the trail and the one-way route.

T Shield (or similar) will be used as the surrounding walls of the boneyards, as is highlighted on the site plan. This is to ensure the safety and security of the public and equipment.

Heras fencing panels will be used to secure the Christmas Market back of house area. This will be scrimmed with specifically designed artwork to ensure the look and feel ties in with the venue and the event.

### 9.7 Waste Management / Refuse Disposal

A waste management contractor will be brought in to ensure the site is always litter free. This contractor will also ensure all touch points are constantly sanitised throughout the event. The waste management plan will be attached within the appendices.

### 9.8 Cabins - See Drawing Document

Site Plan Reference	Type	Size	Purpose
O.1	Jack Leg Cabin (or similar)	3.675m x 2.71m	Security
O.2	Jack Leg Cabin (or similar)	3.675m x 2.71m	Site Management
O.3	Jack Leg Cabin (or similar)	3.675m x 2.71m	Production
O.4	Jack Leg Cabin (or similar)	3.675m x 2.71m	Power
O.5	Jack Leg Cabin (or similar)	3.675m x 2.71m	Event Management
O.6	Jack Leg Cabin (or similar)	3.675m x 2.71m	Spare

E.1	Shelter Cabin (no sides)	4m x 3m	Ticket Check/Bag Search
B.1	Chalet Style	3m x 6m	Trail Bar One
B.2	Chalet Style	3m x 6m	VIP Bar
B.3	Chalet Style	3m x 6m	Market Bar One
B.4	Chalet Style	3m x 6m	Market Bar Two
B.5	Chalet Style	3m x 6m	Trail Bar Two
C.1 – C.4	Chalet Style	3m x 3m each	Craft Stalls
F.1 – F.6	Chalet Style	3m x 3m each	Food Stalls

### 9.8 Boneyard - See Drawing Document

The boneyard will act as the main service yard for the event. This is the area where deliveries will be unloaded from truck to be taken to site via gators with trailers. The boneyard will also house the office cabins for site management, security, production, event management and power. The grass within the boneyard will be protected with Trakway (or a similar product) which will be installed before any deliveries arrive. A T Shield (or similar product) walling system will be installed around the entirety of the boneyards to ensure the safety and security of all public and equipment on site. The boneyard will have security cover 24/7.

### 9.9 Christmas Market - See Drawing Document

The Christmas Market will have iTrac (or a similar product) installed to protect the lawn from vehicles and pedestrians. This area will have up to 12 cabins (of various sizes, see cabin table above) for bars, food and craft stalls. Additional toilets will be installed here for the comfort of visitors. The back of house areas will be secured with scrimmed heras fencing.

## 10 | Production / The Trail - See Drawing Document/Concept Proposal

Renowned lighting specialists DBN Audile in collaboration with award-winning outdoor arts company Walk the Plank have been contracted to design, manage and implement the production of the entire trail.

The trail will consist of 12 installations in 4 approximate zones spread over a trail route of 1.3/-/1.4KM. Visitors will view all the installations from the existing hardstanding pathways in and around Kenwood House.

### Zone 1 – House Pathway and Meadow

1. Entrance Archway: Fairy lit trees form an archway for visitors to enter by. These trees will be carefully wrapped in fairy lights. The trees will be approved for use by the Landscape Manager from English Heritage in consultation with the tree survey.
2. Festive Fauna: Up-lit trees either side of the pathway. 30-40 animal sculptures lit in fairy lights will be placed to the sides of the path in the bushes and clearings. The area drawn on the site plan represents the area in which the animal sculptures will be placed.
3. Kenwood House: the back of the house will be lit with colourful lights projecting onto the facade.
4. Avenue of Lights: The avenue of trees leading toward the west meadow alongside the flower garden will be turned into a 'cathedral' of lights achieved by intricate wrapping and fixing of fairy lights to the trees and branches. The trees will be approved for use by the Landscape Manager from English Heritage in consultation with the tree survey.

#### Zone 2 – The Flower Garden and West Meadow

5. Windswept Trees: A sculpture made by artist Hannelora Johnson will be positioned here. The sculpture is metal with glass baubles that hang from the branches of the 'Windswept Trees', surrounding the sculpture will be glass jars containing tea lights.
6. Fire Garden: supplied by renowned company Walk the Plank the fire garden will consist of fire cans and botanic themed fire sculptures – tree, bulrushes, a lotus flower and hollies. This area will be constantly manned by the operational team during trail opening times.

#### Zone 3 – North Wood

7. Fairy Arches: visitors will walk beneath flexible arches adorned with fairy lights that create the look of a covered walkway.
8. Light Bulbs: hanging from above the pathway is a network of oversized Edison light bulbs, programmed to create a spectacle of light and movement.
9. Flamme Sculpture: Flamme, the Barbara Hepworth sculpture currently in place at this location will be sympathetically lit and surrounded with a carpet of small lights.
10. Laser Garden: refracted, safe laser lights will be mounted in the trees either side of the path to create a network of lights crossing the path, haze will be used to create a backdrop for the lights to bounce off. The haze spec sheet is attached as an appendix. The area drawn on the site plan represents the area in which the lasers will be placed.

#### Zone 4 – Festive Finale

11. Festive Finale: Projection mapping by illuminos will create a visual story played out in projection on the front of the building. The projectors will be housed in giant presents situated on the half moon lawn.
12. Exit Path: a corridor of warm Christmas fairy lights illuminate the pathway as visitors leave the experience.

## 11 | Crowd Management / Stewarding & Security

### 11.1 Ingress/Egress

Guardforce will be providing security personnel to the site to manage the safety and security of customers and staff throughout the build, show and break periods. To ensure crowd movement safely and appropriately, entry times will be specified on tickets and staggered to maintain a socially distanced flow of attendees.

## 12 | Traffic Management

A traffic management contractor will be brought in for the build and break periods. The main role of the traffic manager will be to ensure that all trucks that arrive on site do so as safely as possible. The traffic manager will be in close contract with the head of security, to ensure all public are clear of any the roadways that lead to the boneyard.

## 13 | Medical / First Aid

The medical supplier will be appointed to provide full first aid support during trail opening hours.

The Purple Guide's Medical Risk Assessment will be used to determine the level of medical cover needed, with the total score indicating what will be needed on site.

## 14 | Capacities

The capacity has been calculated on a socially distanced basis of 650 customers per 30 minute time slot, which allows for 2.15m of space between each individual customer per time slot over the trail, which is approximately 1.3-1.4km long.

At the entry point ticket scanning staff and security will hold each customer/s (up to a group of 6) for a period of 5-10 seconds to ensure there is a safe distance between the customer/s who have entered and the customer/s that follow.

## 15 | Kenwood House Gardens and Surrounding Environments

All installations proposed have been designed to fit in and around the site, being sympathetic to the landscape and protections needed. The production company Kilimanjaro have been sent the attached document by EH to aid their planning and design process. On this document it can be seen clearly the rules we put in place to protect the site from damage and the practical guidance we offer. EH has also set up an internal project board consisting of colleagues from the Landscapes, Gardens, Curatorial, Site Management and Health and Safety departments to discuss each stage of the planning process. At these meetings we will work through the designs step by step from an EH perspective to ensure that the event is planned to the highest standard. We will also be inviting our Client to join these board meetings. For this year 2021, we are not planning on adding in boardwalks by the lake or having the trail leave the existing hard standing paths. There will be a Site Manager hired by the Client as well as an EH Event Manager during the load in, live event and load out to monitor the grounds and any damage. There will be constant communication between the Client and EH to ensure any areas likely to receive excessive wear are highlighted in the pre-event planning process and that any unforeseen areas are reacted to during the event.

The proposed parking areas, particularly Boneyard B (see Drg No. KL.01.05), occupy a position around and in front of the well-visited Kenwood viewpoint, this is an established way of planning the events at Kenwood, it allows safe and slow vehicle access to the site from the main road, Hampstead Lane. The view over London can still be viewed by the public from the public path. The boneyard allows for the production staff to have a base and securely store important event related items without impacting on the grounds.

See also Tree Survey Documents

## 16 | Kenwood Events - Site rules and Protocols

In addition to the previous statements, it is noted that there is a site-rider setting out additional conditions and good practices all of which shall be adhered to in relation to working in and around Kenwood House and Kenwood Estate Gardens. This document can be made available to London Borough of Camden on request.