

# ROYAL PARKS

## LONDON 2011

*EPG delivers a feasibility study fit for the Queen.*

Covering nearly five thousand (5000) acres of land in London, the eight (8) separate spaces that make up what is known as the Royal Parks of London was once the recreational and hunting ground of the United Kingdom monarchy. With the introduction of the Crown Lands Act of 1851 the spaces became public parks and today are freely accessible to the public at the 'grace and favour' of the Crown.

The Department of Culture, Media & Sport (DCMS), of which Royal Parks is an executive agency, recognised our team's event expertise in temporary environments and engaged us to conduct an independent feasibility study of their spaces. The study was undertaken with a view to establishing a series of recommendations designed to outline potential commercial opportunities at their sites.

The study reviewed the site geography, site conditions and access arrangements to recommend event sites in the Parks landscape for St James Park, the Green Park, and Hyde Park & Kensington Gardens in Central London. We also assessed the current conditions of all sites with a view to making recommendations on current service delivery and then highlight opportunities for potential enhancement and the addition of temporary structure to realise commercial returns. Our scope of services including assessing items such as existing pavilion structures, utility services to sites, transport and traffic flows and utilisation of open space.

We proposed a range of temporary structures that could be added to the sites and also outlined recommendations for fit-out and potential business models to maximise commercial return. Recommendations included the addition of temporary structures to operate as a venue for hire and the use of an existing open space that acted as a natural amphitheatre for the use of small festivals.

### *Location & Year*

London 2011

### *Client Sector*

Corporate

### *Services Provided*

Event Strategy