

In a Field by a Bridge

Potters Fields Park

Festival Proposal - June 2022

HemingwayDesign

TEAM
LONDON
BRIDGE



Introduction

A weekend festival in a truly inspirational setting, taking place on the 22nd & 23rd of July.

In a community park beside an international landmark - an event to inspire sustainable living and champion community action.

In a field, by a bridge...



The Concept

- ...we'll celebrate a truly special location and its importance to residents, businesses and visitors.
- **...we'll tell stories of, highlight the talents of and offer a platform to local residents, businesses and organisations by creating a festival with impact much greater than one weekend of activity.**
- ...we'll do all of this through a lens of low impact living and healthy lifestyles - exploring how we can all be a part of climate action and the drive towards net zero whilst improving our wellbeing. Showcasing the existing progress in sustainability and taking steps together for a better future.
- **...we'll generate economic impact for local small businesses and creatives.**
- ...we'll give pop up opportunities to others.



Festival Themes and Values



This is a festival about actions not words; immersing the audience in inspiring, creative ideas for ethical modern living to drive meaningful changes in everyday lives.

1. THE FUTURE IS GREENER THAN EVER

Key themes: climate emergency, sustainable living, ecology and biodiversity, zero carbon futures, circular economy, accessible environmentalism.

Our place, where tall buildings and contemporary architecture cluster around an open grassy field and flowing river, is a place where you can't help but imagine a future green city. This is the perfect place to set our intention as a society to work towards a more sustainable way of living. Where the natural environment inspires all of us to minimise waste, reduce our impact and prioritise plants and wildlife while the busy workspaces, big business and bright minds drive us to look for new solutions for more sustainable cities, low carbon economies, renewable energy and climate leadership. Our festival aims to democratise climate action at every level so that everyone can play their part - from small steps we can take in our everyday lives to exploring how business and government can drive change on a global scale.

2. WE'RE A NEIGHBOURHOOD IN A GLOBAL CITY

Key themes: community, inclusivity, accessibility, diversity, localism, place, equality, togetherness

We value the hyper local within a metropolis. We're proud of our little corner of London and we look after it so that it can provide not just for us but for everyone. It's our home, where we work, where we learn and discover and grow. It has global brands and legislators and busy offices, but also homegrown small business, culture, space to socialise and relax. Our festival will prioritise local traders, partners and businesses and aim to generate pride in place. We aim for high levels of participation from both locals and London-wide visitors to show that this is a place where anyone is welcome, and everyone has something to contribute.

3. URBAN NATURE INSPIRES CREATIVITY

Key themes: imagination, creativity, inspiration from nature, interactivity, experience, access to the arts

We have acres of grass and hundreds of trees. We have a 130-year-old landmark, England's longest and most famous river, and an inner-city field. The contrasts of our place, the unexpected experience and the access to nature inspire creativity. This place - where old meets new and nature meets industry - is filled with imagination. Our festival will celebrate the creative talent and imagination of our people and use arts, culture and entertainment as a medium for exploring themes of environment and climate action.

Programming



THE BIG COMMUNITY COOKOUT

What makes Potters Fields Park unique? We bring this long standing diverse neighbourhood out of their homes to the streets working with the cooks, bakers, bus drivers and grandmothers skilling them up to create a community cook-out. A delicious homemade food market with long table dining. Recipes from around the world, people from around the corner. We are partnering with the [Beyond Food Foundation](#) who will be mentoring the home cooks along with a cohort from their brilliant programme.

SUITCASE SALE

What do you do with those past collections, second hand finds, old clothes, treasures? Our suitcase sale is a low impact solution to re-using, recycling and giving a second life to goods shop at our curated suitcase market. Featuring 100 of the coolest and colourful of people, artists, celebrities and collectors.

PEDAL POWERED DISCO

A bike-powered disco totally powered by the people; stop pedalling and the party stops. A huge dance floor to cut a rug on and shimmy with cocktail-in-hand, hosted by fun loving DJs and special guests.

OTHER IDEAS

- PLANT BASED FOOD MARKET:
Eating as an environmental act, hot food, and live cooking
- GREEN BBQ for veggie cooking-as-performance
- LOW IMPACT LIVING PIONEERS:
Slow living workshops
- SUSTAINABLE MARKETPLACE:
Designer & Makers



The Location

The site will cover Potters Fields from the riverside walk to the Tooley Street entrance, with a second location just across the road in St John's Churchyard.

This is a truly special location with nature, river, cityscape and incredible heritage landmarks all on view in one place.

One of the most instagrammed locations in London, by locals and visitors alike.





Audience



A HUGE AUDIENCE BASE

The average July weekend footfall around Potters Fields Park is 50,000-60,000. London Bridge Station, 5 mins away, has over 300,000 people coming and going daily and is the main gateway to London for South East London, Kent and Sussex. So as well as attracting our own audiences for the festival, we will have a huge volume of passing footfall in the area.

FOOTFALL 2019

Previous footfall and visitors through the event site on a non event day on 15th July in 2019 was 29000 Saturday / 23000 Sunday.

LOCALS AND VISITORS

The audiences are divided into two key sectors: locals (around 50,000 workers and 70,000 residents within a 15 minute walk) and visitors.

For the local audiences, the festival will work to generate pride in place, with as many local communities as possible represented through involvement in programming across the board from arts to food.

For the visitor audience, the festival will showcase the best that the London Bridge area has to offer beyond the tourist attractions it's known for, enhancing perceptions of this as an area to live, work and visit for its community, cultural and commercial offerings.



Outcomes



This event will showcase the area as a great place to spend time, a great place to work, an environmentally focused business district and a thriving community. It will position London Bridge as a sustainable, culturally innovative and exciting district for everyone.

IMPACT GOALS

- Give local businesses in hospitality and retail the opportunity to access new audiences and enjoy a bumper weekend of sales.
- Facilitate the organic development of new local networks of businesses, residents and creatives
- Support dozens of creatives and community groups.
- Provide a mechanism to involve people in delivering the London Bridge BID's Net Zero Routemap.
- Provide partners with memorable moments to promote their work and meet sustainably minded audiences.

FESTIVAL BRAND GOALS

- To become a festival with a strong sense of community ownership
- To be known as an event that enables and encourages education and action on greener living through creative programming - always fun, never preachy.



Timeline

2022

JUNE REACH OUT TO ALL PARTNERS

JULY/AUG PROPOSALS SUBMITTED TO ALL STAKEHOLDERS / PARTNERS

OCT/NOV PARTNERS CONFIRMATIONS OF INVOLVEMENT / REACH OUT TO WIDER PARTNERS

NOV/DEC CONFIRM CORE PROGRAMME CONTENT / HEADLINES TO ANNOUNCE TO PARTNERS

2023

FEB/MAR PARTNERS ANNOUNCEMENT / STAKEHOLDER LAUNCH

JULY FESTIVAL

About HemingwayDesign

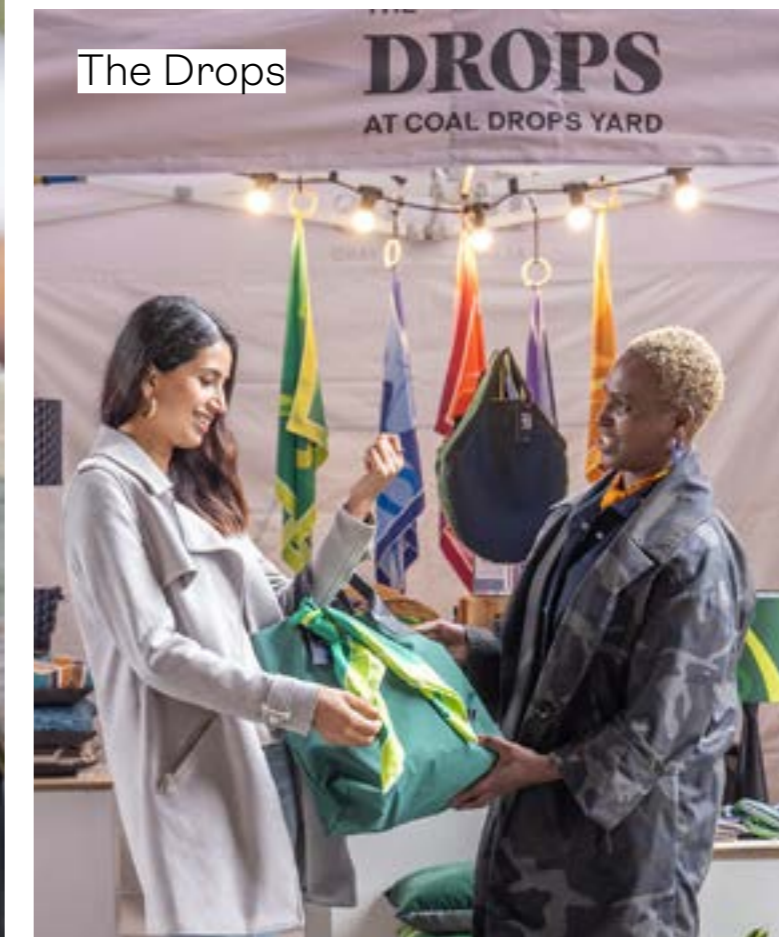


About HemingwayDesign

HemingwayDesign is a multi-disciplinary design agency led by two generations of the Hemingway family and a wider team of talented designers. You name it - they can design it.

But their real speciality is with people and places. They work (amongst other things) across placemaking, urban design, affordable housing, landscape planning, masterplanning, cultural events, public art, installations, place branding, place promotion and regeneration but really all of these come down to one thing - listening to people, bringing communities together, defining a shared vision and then making it happen. There is in fact no other agency in the UK that can match the breadth, scale, quality and impact of what HemingwayDesign do for places.

HemingwayDesign events and placemaking projects: - [Urban Village Fete](#) and [SAMPLE](#) (Greenwich Peninsula), [National Festival of Making](#) (Blackburn), [We Invented the Weekend](#) (Salford and MediaCity), [Vintage by the Sea](#) (Morecambe), [Festival of Thrift](#) (Redcar), [Classic Car Boot Sale](#) (King's Cross), [First Light Festival](#) (Lowestoft), [The Drops](#) (King's Cross), [The Good Business Festival](#) (Liverpool), [New Years Eve Spectacular](#) (Southbank Centre).



URBAN VILLAGE FETE

Urban Village Fete is an alternative, contemporary twist on the traditional summer fete for Greenwich Peninsula's pioneering residents and all Londoners. It is a big, bold celebration of the best in design, music, art, innovative events and modern craftsmanship, right at the heart of Greenwich Peninsula. The free day out features a range of curated designer marketplaces, street food vendors, art & design workshops for all ages, unique pop-ups and a series of talks.

Attendees: 35,000

Media Reach: 46,769,089 (*56 Pieces of coverage last year)

Social Media Reach: 583,000 *Over 11,000 Followers

NATIONAL FESTIVAL OF MAKING

'A new kind of festival for a new age of making' takes place in the town that the decline in British manufacturing forgot: Blackburn, Lancashire, where 20% of the population still works in making and manufacturing. This annual festival has established itself as a national event attracting makers and manufacturers from across the country to show visitors and audiences their skills and talents by providing workshops, demonstrations, commissions and exhibitions as well as food, music and entertainment across the town centre. This family friendly event inspires, creates and excites future generations of makers. The town and its people have welcomed the festival to showcase their skills and spirit and the festival welcomes the nation's best and most innovative makers and shakers.

Attendees: 30,000

Media Reach: 47,859,264 (BBC Breakfast coverage throughout the event)

Social Media Reach: 198,000



Urban Village Fete



National Festival of Making
Click to visit website

Highlights from around the UK

THE FESTIVAL OF THRIFT

The Festival of Thrift continues to promote the concept of sustainable living and be a voice for sustainable issues globally and locally, building a unique and distinctive, fun, sustainable national event. Produced annually by Stella Hall in September.

Living sustainably with style - Festival of Thrift is a big weekend of activities designed for all the family. Showing you how to save money, be environmentally savvy and live a rich and creative life. Leading and emerging artists, demonstrations, stalls, talks and workshops offering thrifty advice, tips and tricks as well as innovatively tasty food and drink. Year on year the festival has grown in magnitude and support.

Attendees: 45,000

Media Reach: 20.12 million

Social Media Reach: 550,000

WE INVENTED THE WEEKEND

A new type of festival is coming to Salford Quays in September 2022. We Invented the Weekend will be two days and nights of programming, inspiring and enabling all ages to get involved, get creative, get active and be part of the Salford community. Taking place in a huge variety of venues and unusual spaces - from studios and shops, to gardens and rooftops. From the tram to the canal, across bridges and through spaces you've never seen before. This is a festival to celebrate the joy of time that's truly ours - whatever the weekend means to you. Millions of people in the UK work while the rest of us have time off on weekends and nights. Our country couldn't function without shift workers and this festival will celebrate those people and their work too. Those workers really earn their free time – and this festival is about that. The weekend is a state of mind, not a fixed date. It's relaxation, fun, entertainment, indulgence and joy.



Festival of Thrift
[Click to visit website](#)

About Team London Bridge



About Team London Bridge

Team London Bridge is a Business Improvement District (BID). It was established in 2006 and works with over 400 business members in the London Bridge area to deliver the vision:

To make London Bridge one of the most sustainable, culturally innovative and compelling places for business and tourism in the world.

Partners and members include PwC, EY, Norton Rose, Guy's and St Thomas' NHS Foundation Trust, Bridge Theatre, Southwark Council, News UK, Imperial War Museum, King's College London, the City of London and Network Rail. In a Field.. is part of a culture programme that aims to make London Bridge a 'main stage' for the capital.

The London Bridge area is working towards being carbon neutral by 2030 in line with the Southwark Climate Emergency Strategy.

More at teamlondonbridge.co.uk



About Potters Fields Park and St. John's Churchyard



About Potters Fields Park and St. John's Churchyard

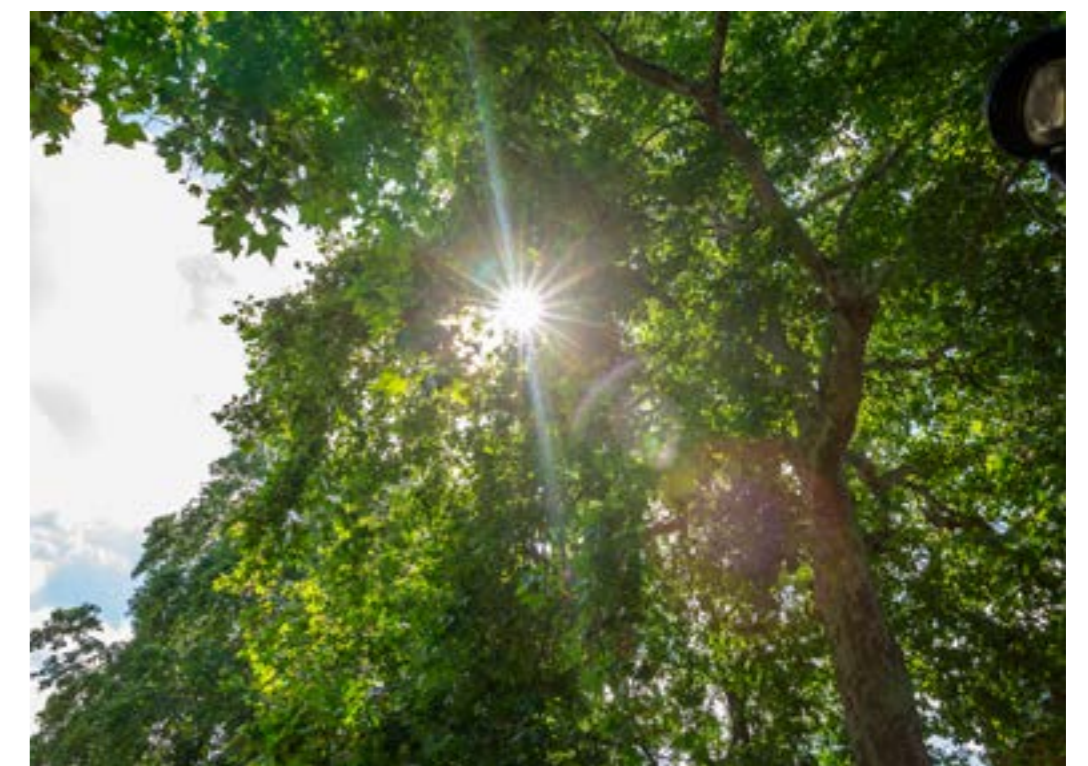
Potters Fields Park, with its world-famous backdrops, spacious lawns, shady trees, quiet walkways, and wildlife-friendly gardens, offers respite from the bustle of city life. Quiet contemplation, recreation, access to nature, picnics with friends and lively events can be enjoyed all year round.

St. John's Churchyard is a quieter community park with a children's play area, peaceful lawns for relaxation, outdoor table tennis and boules facilities and wildlife and wetlands beds.

Both parks are managed by Potters Fields Park Management Trust, a not-for-profit organisation with strong community roots. We earn income from hiring out Potters Fields Park for events, including food festivals, filming, marketing and PR activations, community celebrations and charity fundraisers. This enables us to offer our urban communities precious access to award-winning green space.

The parks' rich histories reflect their changing communities over the centuries. Potters Fields was the site of the Pickleherring Pottery in the 17th century, later becoming a thriving trade hub serving the world's busiest stretch of river, before becoming a community park in the late 20th century. Originally a field for grazing horses, St. John's Churchyard was a fairground and a martial yard for local militiamen, before becoming a burial ground and, in the 1980s, a public park.

Cultural activities underpin our summer programme. Partnerships with Team London Bridge and others have created thrilling and engaging performances including circus, dance, puppetry and music – all free, family-friendly and unforgettable.



About London Bridge

For the past two millennia, London Bridge and its surrounding area has been a centre of activity. As the primary means of crossing the river Thames since Roman times, London Bridge came to be frequented by thousands of people a day. The multiple trade networks brought people as well as goods to the area, resulting in London Bridge becoming a melting pot of different cultures and customs.

As a neighbourhood it has changed dramatically over the last decade, transformed by developments including the completion of the Shard Quarter and London Bridge City through to the major redevelopment of London Bridge Station.

London Bridge Station is the 4th busiest in the country and reinforces the area's reputation as a place of connectivity for residents, workers and tourists alike.

The former heart of London's docks, the area used to be called London's Larder due to the food and spices being delivered from across the globe and today has a vibrant foodie scene close to neighbouring Borough Market. Healthcare, wellness and medicine are also significant in the area's heritage, helping a growing Medi-Culture District to emerge in recent years.

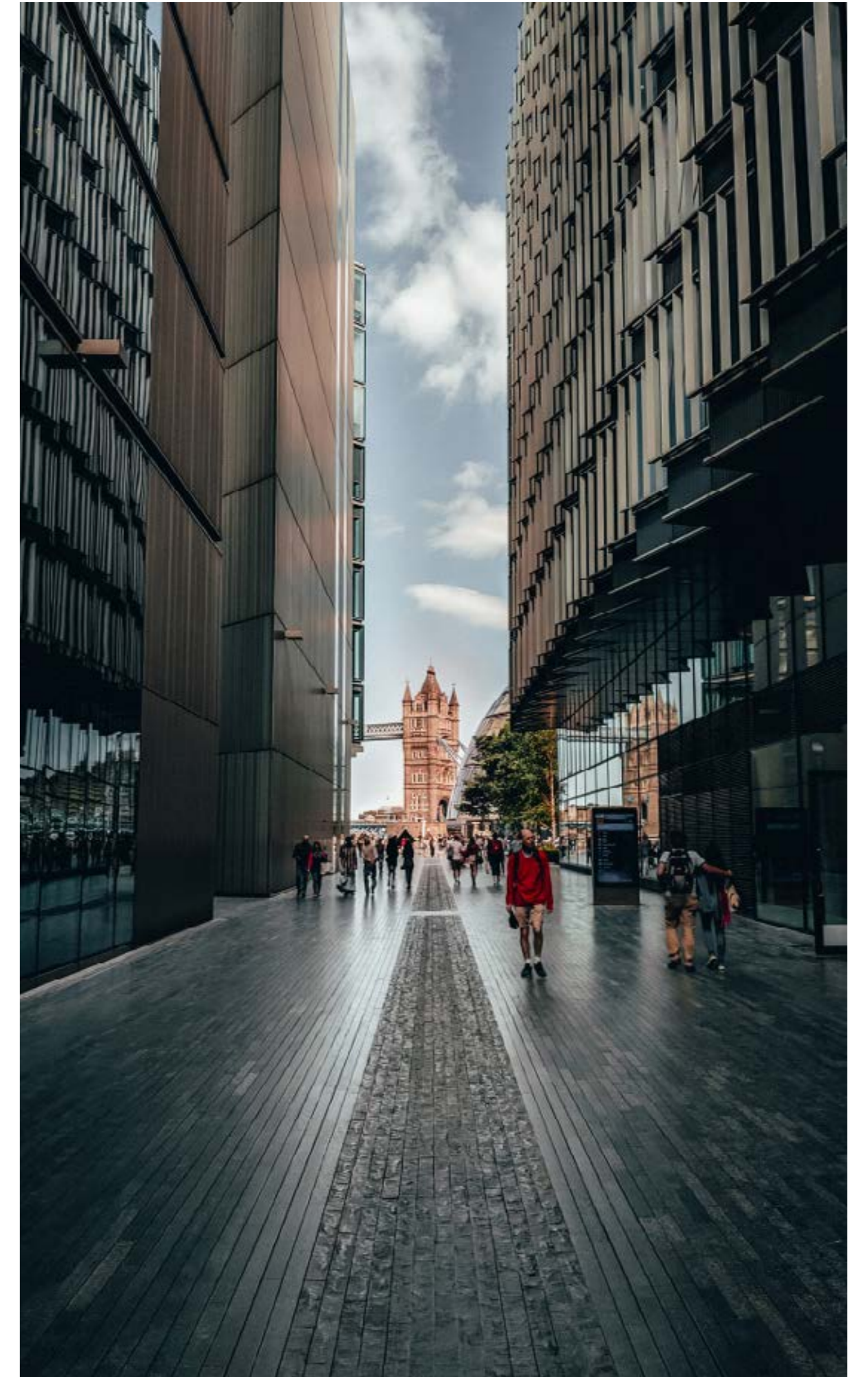
Working population of 50,000

350+ local businesses

18 million annual visitors

70,000 residents within a 15 minute walk

131million passengers through London Bridge station (359, 000 daily, 2019)



The Site

Potters Fields Park



The Site

St. John's Churchyard



HemingwayDesign

info@hemingwaydesign.co.uk
www.hemingwaydesign.co.uk

15 Wembley Park Drive
Middlesex
HA9 8HD

Team London Bridge

info@teamlondonbridge.co.uk
www.teamlondonbridge.co.uk

8 Holyrood Street
London
SE1 2EL

Potters Fields Park Management Trust

info@pottersfields.co.uk
www.pottersfields.co.uk

Tanner Place
54-58 Tanner Street
London SE1 3PH

Partnership Proposal

HEADLINE SPONSOR

Prime branding and placement on all marketing materials and throughout the venue and social both before and after the event.

STAGE AND/OR VENUE SPONSOR

- Main stage
- Talks tent

ARTISTIC COLLABORATION

EXPERIENCES & BRAND ACTIVATIONS

BESPOKE SPONSORSHIP PACKAGES

(bespoke options):

- Logo/name credit in programme
- Logo on all event banners/signage at the event and pre-event promotions
- Full page advert in event programme
- Logo exposure
- Handing out free Samples /merch*

How we support our partners

VISIBILITY

We will ensure your branding reaches the largest possible audience both onsite, in print & online.

ENGAGEMENT

We will provide support and guidance to attract attendance from your stakeholders or team.

JOINT MESSAGING

We will help you get key messages out in the run up to the festival and beyond.

ONSITE ACTIVITY

We will enable you and your team to engage with our audiences in a creative way for maximum engagement.

EVALUATION

We will share our evaluation & advise on a feedback mechanism for you to ensure maximum impact.

WHAT ELSE*

- Invitation to our launch and partners event
- VIP tour of Festival 2023
- Workshop delivery opportunity onsite
- Press release to publicise our partnership
- Logo online & in printed programme
- Social media promotion
- Profile on our website & link to your site
- Tailored experiences & activations

**dependent on partnership level*

IF YOU LIKE WHAT YOU SEE

We will co-design a bespoke package, that aligns with your interests and priorities, to your budget. From a single project to a headline partnership...



SPONSORSHIP **CONTACT**

info@hemingwaydesign.co.uk

www.hemingwaydesign.co.uk

15 Wembley Park Drive
Middlesex
HA9 8HD