

2024 Park Events Debrief – 05.10.24

Season Summary

Community Benefits



Soho House Festival once again donated in excess of 300kg of food to the local Felix Project branch

Festival Republic donated to and worked with the Jamal Edwards Charity who volunteered at their Air Hub

Festival Republic have donated £2500 to the Gunnersbury Museum & Park Development Trust

Resident ticket ballots and discounted tickets for residents available throughout August & September events

Gunnersbury is a beneficiary of the Waterworks festival guest list donations, which we will use towards our piggies in the park, Salt & Peppa.

Engagement of local suppliers, artists and locally employed staff across all events

Use of local accommodation across all events

Improvements from 2023



- Increase in toilet facilities:
Soho House Festival - 50% Festival Republic - 65%, Waterworks - 50%

- Signage
SHF: Additional 20 signs along ingress/egress route
14 signs along crossing points and 25 general traffic management signs

- Increased litter picking
The addition of Lionel Rd North, Gunnersbury Drive, Manor Gardens
Green Wings Project vape recycling

- Trackway
Once again plastic trackway was used for the first section of the entry route to prevent additional noise around residential areas. This year the events have shared this part of the infrastructure that stayed in place for the season to reduce traffic during build/break periods.

- Reinforced Sound Management
We introduced a reinforced layer of sound monitoring by increasing the provision of acoustic professionals Vanguardia. This allowed us to respond to complaints more efficiently and ensure that license conditions are being adhered to at all times.

- Council Presence
We have been working very closely with regulatory and licensing officers from Hounslow council who have attended all event days.

Local Businesses

"We were very busy, the events have affected business in a good way. The customers were nice and people were very friendly, I think everyone had a good time and it was good business. We would welcome events in the future, the overall security this year was better." - The Base

"The effect of events has been very very good, we get 50% more people coming in. We don't have any issues with the crowds, it's been very good." - What the Fish



"We haven't seen any issues or incidents here related to events at the park." - The Apple Tree

"The event days are good for business, we found that sales increased." - The Local

"The sales were pretty good. In the evening when people would leave the festival they came here for food and drink." - The Italian Corner

"We welcome events in the future, we find that our sales increase on event days." - Aquarium Restaurant

"For all the shops in this area the sales were good. There were a lot more security guards and police. That's a good thing." - Sainsbury's

Resident Engagement



- Introduction of the Resident Info Hub where all park event information is collated
- Increased letter drop catchment area from 2111 to 5205 addresses
- Weather Reports to outline expected atmospheric conditions
- Updated resident meeting formats to empower all voices
- Resident line publicity, inviting locals to report all issues
- Updated FAQs to provide better information
- Personal resident liaison visits

"The resident hub is a very good addition, thanks for setting that up. Way easier to find all the info and don't have to spend time searching through an entire website or letters. Also quite like having an exclusive page for locals who are interested in park events." - Acton Gardens resident

"Please pass on my gratitude to the resident liaison team for being kind enough to show me round the site. It's been many years since I attended anything like this, and I have to say that everyone was extremely well behaved and polite. I have to say that it seemed to me to be a very well managed event. Thank you again for being so accommodating". - Gunnensbury drive resident

"Hello Gunnensbury Team
Just wanted to quickly feedback and say that this year the festivals have been much improved. Overall better organised, very orderly set up, entry, assistance and exit. Noise levels have been considerably lower or just better controlled than last year. I believe that it is being better received by the wider public although local resistance from residents remains strong. Keen to build upon a community of pro-festival residents and that starts with giving visitors a brilliant experience. Keep up the good work." - Baronsmede resident

Thank you! 

Resident Feedback

Anti-social behaviour/ Security

- No crime related feedback from attendees at this time.
- Cllr Biddolph noted that security & external staff need to be briefed clearly. One of the security staff near Acton Town station was approached and at the time they didn't have the correct information, however the next day they were friendly, helpful and clearly briefed.

Gunnersbury CIC Comments: We are working with organisers to ensure any external staff are clear on their briefs before being deployed.

Community Communications:

- Residents noted issues with residents phone line on a couple of event days in that they weren't able to get through.

Gunnersbury CIC Comments: We noted that there were technical issues with phone lines early on Friday but this was rectified by the time the event started at 2pm. The team have since received additional training on troubleshooting technical issues.

Ingress / Egress / Lighting / General Park Feedback:

- No specific feedback related to these areas at this time.

Litter Management:

- A request for litter picking to be done before the build starts and more thoroughly after the break.
- Cllr Biddolph suggested that events join up and create a map of key areas for litter picking, signage and other things that all events do to ensure that all cover the same areas.

Gunnersbury CIC Comments: During the events our staff have been making notes of areas where litter management can be improved. These have been discussed at each event debrief and we will work closely with organisers on this. In terms of standardising processes we will continue to improve and try and centralise our approach where possible, however there will always be some differences between the management of the events at the park.

Signage

- Cllr Biddolph highlighted that some signage has still not been collected- one sign still near the overpass & suggested making a map of where all the signs go then we can make sure they don't get missed at the end of the event.

- Request for additional 'No access to the event' signs at the cemetery for 2025, as we were made aware that some customers tried to access the park via the cemetery entrance.

Gunnersbury CIC Comments: We are proposing pin dropping signage location in 2025 and ensure all are collected during break & the use of a numbering system on signs so they won't be missed. Additional signage was added near the cemetery responding to feedback during the season. We will ensure that this is noted as a requirement for future events.

Sound management

- Thorney Hedge road resident raised his issue with repetitive music over several days. He wasn't aware of the Resident Phone Line that was open during the event weekend.
- Grove Park resident raised that she can hear the sound throughout the events which she finds unexpected given her distance from the park. She spoke to a representative of the council enquiring about imposing sound limits further from the park. The representative explained the practicable processes and the use of the Pop code in licensing.
- Cllr Biddolph had spoken to residents that believed the gaps in between buildings was causing sound to travel further and cause sound to bounce around more which amplified it/sent it in different directions. Particularly for Gunnersbury Avenue and Silver Crescent.

Gunnersbury CIC Comments: We are discussing the matter of sound bouncing at the south of the park with our sound consultants Vanguardia & event sound consultants Aria.

We are looking into the best options to raise awareness about the Resident Phone line by way of potentially increasing the catchment area of our letter drops & increased outreach work visiting local resident associations.

Trackway / Pick up Drop Off / Traffic Management

- No specific concerns raised at this time.

Event Specific Feedback – Festival Republic

- Resident from Gunnersbury Crescent came to state he was happy with the management of the FR events and that he didn't feel inconvenienced, and just had questions around what it's like trying to put events together.
- Resident from Acton Town said it was all much improved from previous years, both in terms of noise and egress.
- Cllr Biddolph noted an improvement in signage, both toilets and directional. She was also impressed with Ryan's cleaners and was very happy with waste management.

Event Specific Feedback – Soho House Festival

- Feedback regarding SHF audience being the rudest out of all the events, however no specific details around dates & times or specifics and no related reports to the resident line.
- Cllr Biddolph raised that there was a burial scheduled during SHF and the noise disturbed it. Although the cemetery itself would have received the resident letter, the Bereavement Manager of Kensington & Chelsea needs to be informed. – The CIC have made note of this for resident communication.

Event Specific Feedback – Waterworks Festival

- Cllr Biddolph raised issues surrounding lack of marshals in the park/routes to festival site, no toilets at Acton Town or along the routes to prevent public urination during the Waterworks events. Team Love will be looking at external toilet placement/positioning for 2025.

Gunnersbury CIC Comments: The festival organisers have noted all of the event specific feedback and are reviewing their action plans to address the particular concerns. We are committed to working with them to achieve all possible improvements and follow up on outstanding actions.

Other Comments/Recommendations:

- Local Resident (No specific address given) came to the meeting to find out more about all the events. Lives locally and can hear the music clearly from his garden. No issues with the events, thinks the events are great for the area. His visit was for more information.
- Lime Bikes- not collected quick enough. Pathways were blocked as bikes were dumped in many locations. Requested that we come to an arrangement with the park / Lime to designate an area for drop off to ensure that pathways are not blocked or bikes left in dangerous places. - Would like lime bikes to park inside the park boundaries for events.
- Cllr Biddolph notes that things were getting better in terms of consistency across events with signage etc, but more needs to be done.

Gunnersbury CIC Comments:

Lime bikes are currently a London wide concern as there is no legislation surround the placement and collection. Event organisers have been in contact with Lime to arrange regular collections during event days, however without regulations, options to control this are limited.

The CIC will aim to standardise processes and try and centralise our approach where possible. As each event is different, there will always be some differences between the management of the events at the park, however we continue to be committed to reducing the impact of events on our neighbours.