

LONDON BOROUGH OF HAMMERSMITH & FULHAM

Report to: The Economy, Arts, Sports, and Public Realm
Policy and Accountability Committee

Date: 22nd July 2024

Subject: Café Culture, Play Streets and Street Parties Initiative

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Responsible Director: Mark Raisbeck, Director of Environment

SUMMARY

This report outlines the ongoing efforts in civic renewal to promote increased community activities, with a specific focus on play streets and community events across the borough. It serves as a crucial component in achieving the Council's vision for cleaner, safer, and more sustainable environments under the Better Places initiative.

RECOMMENDATIONS

1. For the Committee to note and comment on the paper and presentation.

Wards Affected: All

Our Values	Summary of how this report aligns to the H&F Values
Building shared prosperity	Bringing people together to celebrate the borough and encouraging visitors. Promote businesses and the borough as a place to be and encourage commercial activities.
Creating a compassionate council	Allow the 3 rd sector to highlight and bring awareness for several social and health issues

Doing things with residents, not to them	All schemes will be developed, designed, and delivered with residents in mind. Residents are key to any successful and their feedback plays apart in how planned events and activities are developed.
Being ruthlessly financially efficient	Encouraging our contractors and consultants to be part of the delivery process as part of their social value offer and encouraging businesses to do the same.
Taking pride in H&F	This is a fundamental of all initiatives and the activities that form part of the schedule of events.
Rising to the challenge of the climate and ecological emergency	The events provide a platform to increase awareness of these issues.

Background Papers Used in Preparing This Report

BACKGROUND ON BETTER PLACES

1. The Council's vision for achieving better places revolves around creating a healthy, green, safe, and sustainable public realm. Our goal is to enable communities to use streets, environments, and public spaces in ways that align with their preferences.
2. To achieve this vision, we focus our services on the following areas:
 - a. Community Spaces and Culture
 - b. Green Spaces and Urban Planning
 - c. Streetscape Enhancements
 - d. Transport and Mobility
2. Our aims centre on creating thriving and vibrant communities, promoting biodiversity, ensuring safe and clean streets, and providing more space for walking and cycling. Play streets and street parties play a crucial role in realizing this vision. For more information, please visit our dedicated web pages on [Better Places](#).

DETAIL ON PLAY STREETS AND STREET PARTIES

3. As part of the civic renewal agenda led by Councillor Kwon, there has been a concerted effort to increase community activities across the borough.

4. Hammersmith and Fulham Council (H&F) has a history of street parties within the borough, as well as a small number of play streets. We currently have 85 established organisers across the borough who have hosted events in recent years.
5. Most street events require road closures for a specified period. These closures involve several requirements, including:
 - Issuing traffic orders
 - Implementing physical barriers and deploying personnel to manage traffic.
 - Engaging and obtaining agreement from the local community
 - Securing necessary approvals based on event size and services provided.
 - Displaying signage to inform residents of alternative traffic arrangements.
6. Previously, organisers were primarily responsible for meeting these requirements. However, our new initiative aims to encourage more community and business events across the borough by supporting these requirements. By doing so, we open our streets and public spaces to community activities, celebrating our borough's vibrancy.
7. A working group, comprising officers from various Council services, has been established to deliver this initiative. Their goal is to make community events and activities easier to organise by providing increased support through:
 - Community Engagement: Organisers, with the Council's support, engage with the local community to secure agreement for hosting events on the street.
 - Public Awareness: Once an agreement is reached for an event, we provide support to publicise it. This ensures that the public is aware of the event and any associated road closures.
 - Signage and Bulletins: Local signage informs people about alternative routes during road closures. Furthermore, events are prominently featured in the council's roadworks and events bulletin.
 - Delivery: With the support of our contractors and consultants the closures are implemented, and their volunteers help to organise and deliver the activities.
8. While the Council will host several events, the driving force behind this initiative lies with the community and local businesses. We build upon the success of North End Road and King Street Market days. Notable activities include:
 - School play streets
 - Street parties to raise awareness of dementia and support AgeUK
 - TRA Community Events
 - Theatre in the Street
 - Public health initiatives promoting physical activity through sports, dance, yoga, and games.
 - Market events
 - Celebrations of local history
 - Involvement of Chelsea and Fulham football clubs in community activities
 - Art exhibitions, music events, and theatre productions integrated into street life.
 - Synergy between existing events and new community initiatives.

9. Agreements have been reached with several Council contractors and consultants to provide volunteers, materials, and logistical support for community events across the borough.
10. Our collaboration extends to football clubs such as Chelsea and Fulham, as well as local businesses. They actively contribute to making activities easier and organise their own community events.
11. Since June, 12 events have now been held and a further 50+ are confirmed or in planning as shown In Appendix 1. This active events schedule is shared with contractors and consultants, enabling them to offer support for individual events.
12. Attached to this report, in Appendix 2, are examples from a recent play streets we have already been successfully delivered in recent weeks.

Social Value

13. Social value plays a crucial role in engaging our contractors and consultants. It encourages them to contribute not only to the contract itself but also to the broader social value initiatives of their organisations.

Environmental Sustainability

14. Our contractors and consultants are obligated by the Council to adhere to good environmental practices. This includes compliance with relevant statutes, codes of practice, and industry guidelines. Additionally, they actively support the Council's Climate Change Agenda, which often aligns with the events they participate in.

LIST OF APPENDICES

- Appendix 1 – Play Streets and Street Parties Events Schedule**
- Appendix 2 - Melcombe Primary School, Play Street**