



London Borough of Hammersmith & Fulham

# Cabinet

## Cabinet Member's Decision

**DEPUTY LEADER  
(+ENVIRONMENT)  
AND ASSET  
MANAGEMENT**

**FESTIVE DECORATIONS ON THE PUBLIC  
HIGHWAY 2011**

**Ward(s)  
All**

This report sets out proposal for festive decorations on the public highway during Christmas 2011

**CONTRIBUTORS**

DENV

**Decision made by Cabinet Member(s) on: 12  
October 2011**

**HAS A EIA BEEN  
COMPLETED?  
YES**

1. That approval is given for festive decorations on the public highway during Christmas 2011, at a total cost of £29,520.00 as set out in para. 3.1 and 3.2 of the report.

**HAS THE REPORT  
CONTENT BEEN  
RISK ASSESSED?  
N/A**

2. To support Hammersmith London's bid for funding for festive decorations 2012 – 2014 as set out in para. 2.3 of the report.

**AUTHORISED BY: .....**

The Cabinet Member has signed this report

DATE: 12 October 2011...

## 1. BACKGROUND

### 1. Purpose of the Report

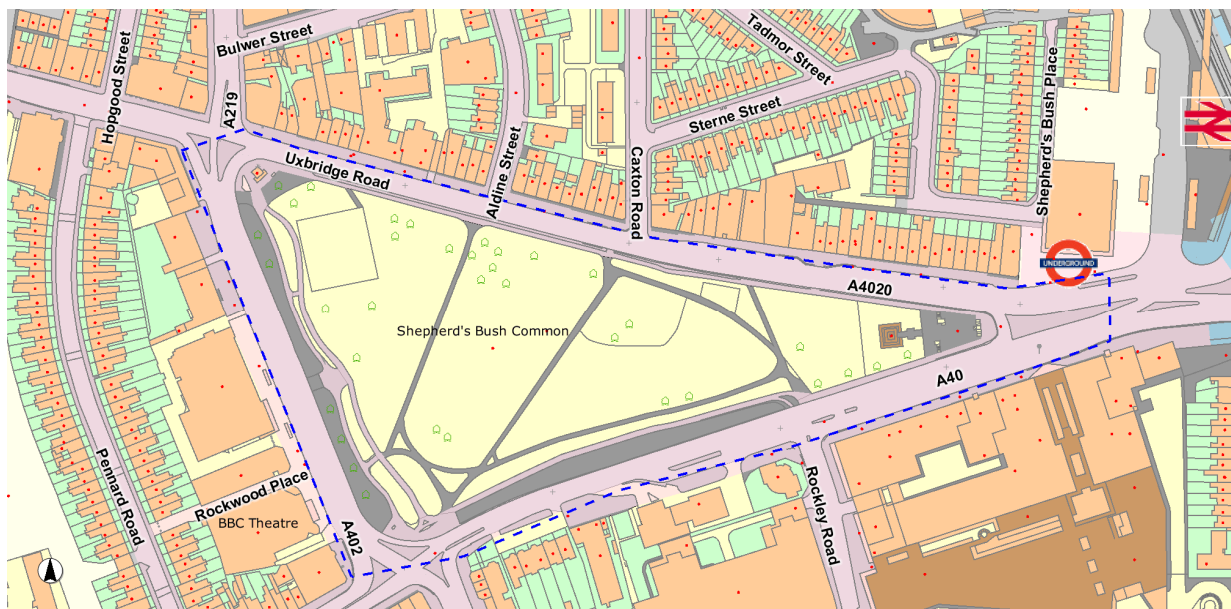
- 1.1 To approve proposals for festive Christmas decorations 2011.

### 2. Information

- 2.1 There is no specific budget for festive decorations although traditionally the costs have been met from the street lighting revenue budget.
- 2.2 The proposals for Christmas 2011 are as follows:

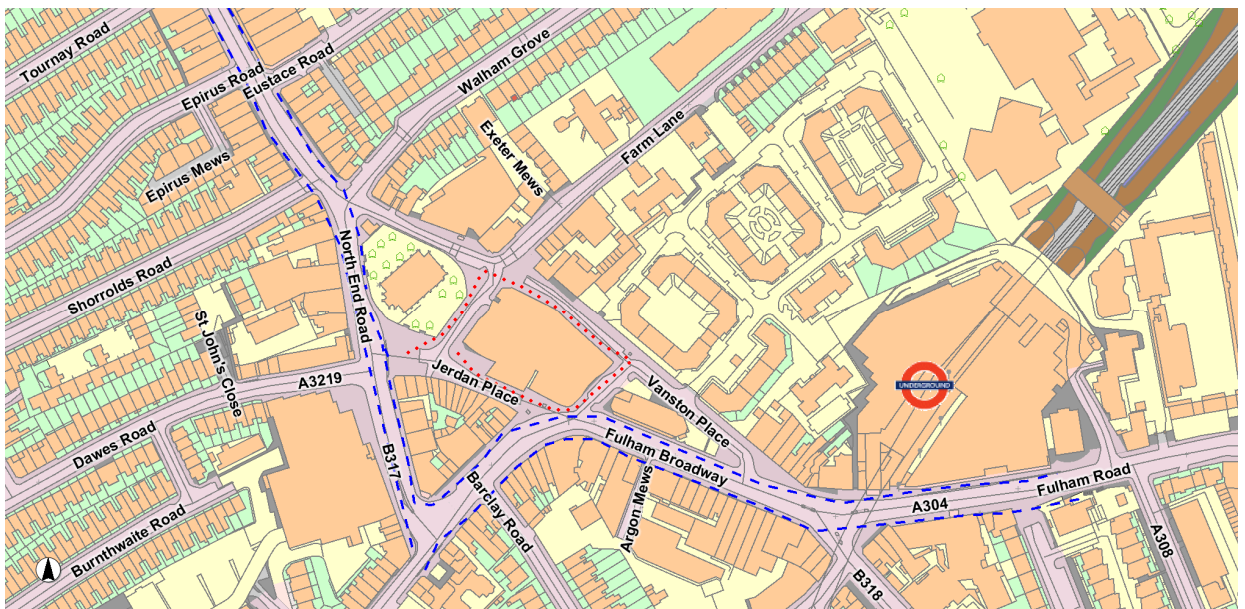
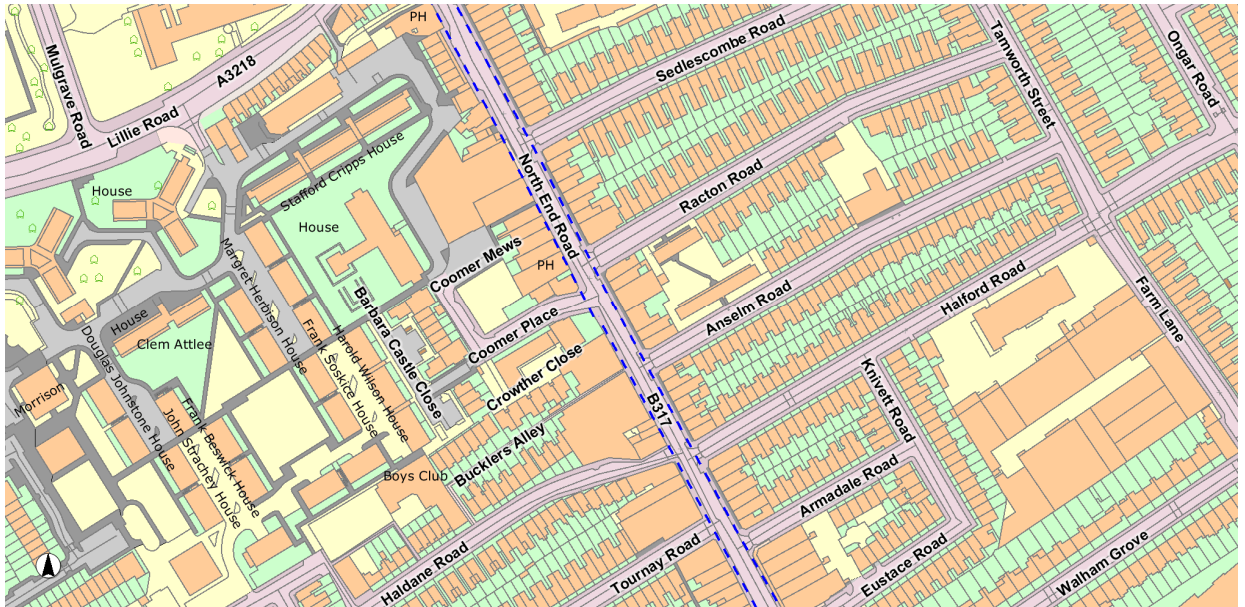
#### Shepherd's Bush town centre

One tree display installed on every other column along Shepherds Bush Green and on the Uxbridge Road from the junction of Wood Lane to the Shepherds Bush tube station (see map below).



#### Fulham town centre

One tree display installed on every column along North End Road from Beaufort Mews to number 445 and along Fulham Road from the junction with North End Road to Fulham Town Hall (see map below). There will also be small column displays in Vanston Place and Jerdan Place.



The blue dashed line is the length of the area to be decorated with the large displays and the red dotted line shows the area to be decorated with the small displays.

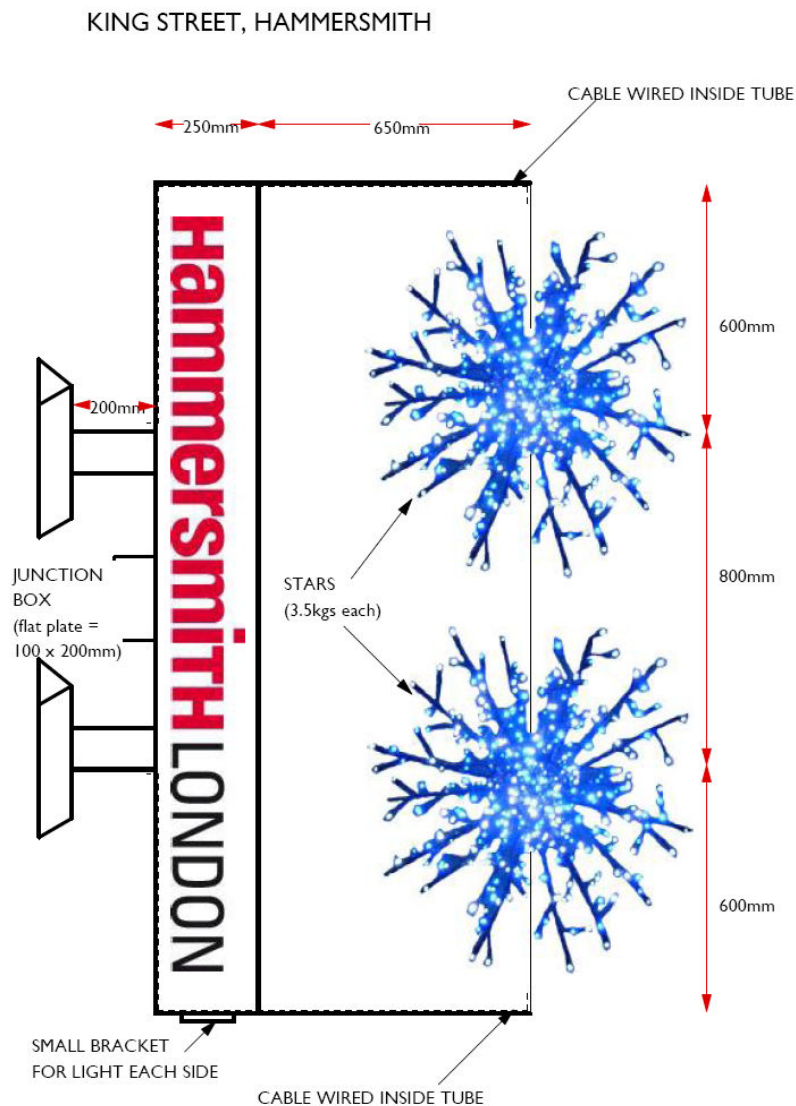
Local businesses along Wandsworth Bridge Road are also working closely with the Fulham Town Centre manager and are proposing to fund additional column displays. At this time the details of this proposal has not been formalised.

### Hammersmith town centre

No funding is required for decorations in Hammersmith this year. Hammersmith London entered into their own arrangements in 2009. The decorations in Hammersmith town centre will be installed in 2011 at no cost to the Council as Hammersmith London have already purchased these

displays, this will save around £14,000. However, this arrangement ends this winter and funding may be required in the future.

- 2.3 Hammersmith London are seeking funding for festive decorations in Hammersmith for 2012 - 2014. To secure their funding they support from the Council. If they are successful in obtaining this funding it would mean that no contribution would be needed for festive decorations within the Hammersmith town centre from council funds until at least 2015. If Hammersmith London do not obtain funding the extent, number or type of display may need to be reviewed / reduced from next winter 2012.
- 2.4 The column mounted display in Shepherds Bush and Fulham shall be the same as previous years - that is a cluster of 3m trees shaped to appear as one tree fixed to the column and illuminated. The display in Hammersmith is also the same as last year, set out as per below.



- 2.5 The extent of the decorations will be the same as previous years but rather than on every column in Shepherds Bush we will install on every other lamp

column. Lamp columns which have traffic lights mounted on them will not have any decorations installed.

- 2.6 The council will not be funding the large trees in any of the three town centres. The town centre managers have been informed that they need to secure their own funding for these tree's.

### 3. Costs

- 3.1 The following sets out the estimated costs for 2011:

Large Column Displays at £340.00 each

- 47 for Shepherd's Bush
- 31 for Fulham
- 0 for Hammersmith

Small Column Displays at £250.00 each

- 8 for Fulham

The cost of these units has been held at the 2009 price by Abraxus Ltd.

Total No Displays	Cost per Unit	Total Cost
<b>78</b> <i>Large Displays</i>	<b>£340.00</b>	<b>£26,520.00</b>
<b>8</b> <i>Small Displays</i>	<b>£250.00</b>	<b>£2,000.00</b>
<b>Total Cost</b>		<b>£28,520.00</b>

- 3.2 In addition to the above costs energy costs are estimated to be £1000.00. This is a reduction on last years £3000.00 as conventional bulbs have now been replaced with LED's.

### 4. Recommendations:

- 4.1 To agree to the proposals of the report.

### 5. RISK MANAGEMENT

- 5.1 N/A

### 6. EQUALITY IMPLICATIONS

- 6.1 Please see the EIA attached to this report.



**7. COMMENTS OF THE DIRECTOR OF FINANCE AND CORPORATE SERVICES**

- 7.1 These costs are normally met from the Street lighting budgets and are included in current forecasts.

**8. COMMENTS OF THE ASSISTANT DIRECTOR (LEGAL AND DEMOCRATIC SERVICES)**

- 8.1 N/A

**9. COMMENTS OF THE ASSISTANT DIRECTOR PROCUREMENT (if relevant)**

- 9.1 N/A

**LOCAL GOVERNMENT ACT 2000**  
**LIST OF BACKGROUND PAPERS**

<b>No.</b>	<b>Description of Background Papers</b>	<b>Name/Ext of holder of file/copy</b>	<b>Department/ Location</b>
1.	Christmas decorations file	Mark Hodgson, Ext 3490	Env
2.			
<b>CONTACT OFFICER:</b>		<b>NAME: Mark Hodgson</b> <b>EXT. 3490</b>	