

## Arrange your own event for the London Festival of Architecture 2012!

The LFA attracted over 250,000 people in 2010 with 600 events held, ranging from talks to street parties, open studios to exhibitions, stalls and public installations with participants from the arts, local community groups, educational institutions, architects and designers.

What is the burning issue you want to tell people about? Do you want to make connections in your local community or are you simply passionate about architecture and want to celebrate it at its best? All events are welcomed and valued and go to make up an exciting LFA 2012. programme.

### What will LFA provide?

- Advice on organising your event
- Publicity support and communications: LFA website listing and LFA printed literature
- Ticket booking service
- Templates for venue signage and signposting

### What will LFA not provide? Funding

- The LFA cannot provide financial support for your event.
- Sponsorship should also be considered. Please check with the London Festival of Architecture before making an approach to a business which has been a LFA partner or sponsor in the past.

It is easiest for all business to give in-kind. What do you need for your event? Who in your network of suppliers provides that or a similar business already? Will they want something in return? Does that impact on your event?

### Checklist:

#### Venues

The London Festival of Architecture takes place across the entire city. There are areas of concentrated activity which are explained on [www.lfa2012.org](http://www.lfa2012.org). If you do not organise your event in a focus area there are other ways to encourage visitors to your events.

- Sourcing a venue is up to you.
- LFA can provide a list of venues that have been used previously. Hire costs should be negotiated directly with the owners/landlords.
- Security - how to staff an event, whether permanently attended, recruiting volunteers, operating crowd and access control and protecting staff, venue and exhibits is up to you.
- You may need to consider overnight storage facilities at your venue.

#### Insurance

- Check with you own insurers as to whether you need Public Liability cover and/or Professional Indemnity cover.
- LFA holds central insurance but this is only for events organised by the LFA central office.

#### Ticketing

- The LFA is a not-for-profit organisation and as such we would encourage all participants to try to provide ticketless or free-of-charge ticketed events.
- It may be worth implementing a charge to boost the value of the experience, for crowd control, or to cover costs.
- LFA run a ticketing system which all participants will be able to access through the website shortly.

### Staffing

- Remember to consider staffing throughout the duration of events if required by the venue.
- Find volunteers in your practice - it's great if everyone can feel involved and know what you are doing.
- LFA doesn't have the resources to staff your event - make sure you do!
- It always helps if someone in the office can take responsibility for running the project and that you allocate enough time to organise, install, and host your event.

### When

- Think about your audience and pick a day/days that will suit them.
- If your event is not in one of the LFA focus areas you may like to think about coordinating the timing of your event with other events near you. A concentration of events in one area on a single day or a few clustered days will encourage visitors. Look at the website for participants in your area.

### Permissions

- There may be a number of organisations who will need to be consulted about your event, most of whom are supportive of the Festival. These may include your local council, residents' associations, third parties such as neighbours and building owners.
- The council may need to be contacted when considering the following:
  - Health & Safety
  - Road closures, pavement obstructions and traffic requirements
  - Additional parking
  - Emergency vehicle access
  - Noise pollution
  - Rubbish collection
  - Postering and flyering
  - Selling food and drink, particularly alcohol
- Make sure that you have full permissions from all relevant parties before starting an event or installation.

### Food, Drink and Entertainment

- LFA do not provide caterers or bar suppliers for events.
- Once you have sourced a suitable caterer make sure you know who is responsible for obtaining any necessary licences to serve food/drink in unlicensed venues.
- The premises must be suitable, i.e. if there is no commercial kitchen available you will need to check whether heated or chilled food can be served.
- Make sure you comply with the premises' fire regulations.
- Music can make an event - just be wary of noise levels and neighbours. Consider H&S factors such as cabling, lighting etc. Any electronics must comply with safety standards.

### Cost

- You will incur £100 fee to include your event in the festival and market it on the LFA website. This contribution supports LFA's administrative costs, the website and all promotional materials.

### Contact

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