

TAO PRODUCTIONS CASE STUDY

Title:

LAMBETH COUNTRY SHOW

Brief:

To design and manage the site for a major local authority country show attracting in excess of 100,000 visitors over two days. One of the largest free events in the South East of England.



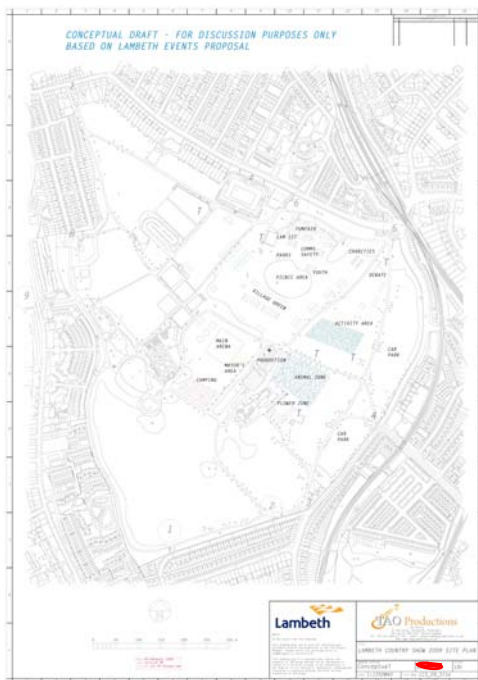
Client:

London Borough of Lambeth

Objectives:

To site manage and design the Lambeth Country Show which takes place in Brockwell Park, South East London, every third weekend in July. The event is an open site with free entry attracting up to 100,000 people across two days and prides itself on the uniqueness and diversity of activities, including Music Stage, Cultivate Zone, Village Green, Entertainment Arena's, Farm Zone, Flower Exhibition, Funfairs and many other activities. The event also hosts an array of concessions (200+) selling everything from food and drink to hand made crafts.

TAO Productions undertook:



- Computer Aided Design of the site with full plans produced as required for operational, traffic and emergency planning duties.

- Site planning and layout of over 200 concessions from food to drink to hand made crafts and sporting activities.

- Full site planning documentation for the event including two music stages, sports area, village green area, farming area, arena activities, flower displays and funfairs.

- Procure, Specify and Manage all production elements for the event and show including sound systems, stages, power, fencing, toilets, plant, CCTV and buildings.

- Liaison pre and post event with event stakeholders including local authorities, concessions, charities and

emergency services.

- Supply crews to site build and manage site throughout the event.
- Manage the arena acts and concessions siting.
- Supply crew including production and event personnel, riggers, medical manager and fire personnel.

Event Reviews and Testimonials':

"A big Thank You to you and your team for all your work on the Lambeth Country Show. I'm glad to hear that you have not been put off from the Lambeth "experience"! There is no doubt that without your unfaltering support this weekend would have been a very different picture. I enjoyed working with you and TAO who certainly lived up to their very highly regarded name which I think for the Lambeth Country Show was particularly apt, but hopefully you'll be happy to try it Twice!

Emma Dagnes, London Borough of Lambeth.

"I just wanted to thank Lambeth Council for a great weekend. The Country Show was really well run and organised. Plenty of port-a-loos made a huge difference. The music arts and activities such as the sheep dog trials were much appreciated. Thank you. :-)"

"We would like to thank you and the team for a very well organised event, we were very impressed. Everyone was on the ball and niggles were sorted promptly in a very professional manner. Consequently I would like to take this opportunity to put my name down for the same spot next year G12. If you arrange any other events in any other venue I would like to receive details. Thank you all."

"There are only a few events in London that are exceptionally well-organised and free. E.g. Notting Hill Carnival, The Thames Festival and the Lambeth Country Show. For a few years I found the country show had lost its momentum, esp. when the organisers failed to book the parachutists. However, the music artists on the main stage was far superior this year than previous years. The public at the music stage were a diverse group of people and the usually reserved British public were dancing to the sounds without a care in the world. My family and friends were all in agreement that it was one of the best free events in London this year. Keep up the good work!!"

Public Comments to The Borough of Lambeth

