

Hammersmith LONDON

HammersmithLondon success at the West London Business Awards



HammersmithLondon has won the Best Marketing Award at the West London Business Awards for its work on the hugely successful 2015 Summer Festival.

Now in its third year the awards celebrate the excellence, intelligence and diversity of the West London business community by showcasing a wide-range of organisations across a number of sectors.

Judges praised the HammersmithLondon Summer Festival for driving the economy forward by increasing footfall and dwell time in the town centre.

For the past eight years, the HammersmithLondon Business Improvement District (BID) has transformed the town centre into a bustling, cultural destination by hosting a two month-long free Summer Festival.

In 2015 the festival was enjoyed by more than 8,500 people, and helped to make Hammersmith feel more vibrant by offering a fantastic series of free events, which not only allowed workers and residents to make the most of their lunchtimes but helped draw people into the area.

Lyric Square was awash with entertainment as the BID organised a line-up which included three weeks of interactive live theatre during lunchtimes and afternoons in conjunction with the Lyric Hammersmith, the Wimbledon tennis championships broadcast live on the big screen, a live performance from the Royal Opera House, free al fresco yoga and a mass picnicking event.

This was the first time that a BID had been shortlisted for the awards endorsing the efforts made by HammersmithLondon to place-shape and revitalise the area. A prominent fixture in the BID's calendar, the Summer Festival provides a huge opportunity to showcase Hammersmith as a retail and cultural destination. The BID was up against AirSea Packing, McMillan Williams Solicitors, Wedding Connexions and Westfield London.

BID Director Patricia Bench, said: "We're absolutely delighted to have won the award, we were thrilled at being nominated so to win is fantastic.

"As the BID, our main objective is to make Hammersmith a more pleasant place to work, live and visit generating more footfall for businesses so initiatives such as the Summer Festival allow us to achieve this. We had a very successful year as thousands came into Hammersmith to enjoy the entertainment on offer to them. To be recognised for our efforts when we were up against such big companies is a real achievement, and one that we're very proud of."

The awards ceremony was held on Thursday November 26.