

Shree Swaminarayan Temple, Willesden – Golden Jubilee 2025

Street Procession – Event Management Plan

Version 1.0



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Nature of the event

Shree Swaminarayan Temple, Willesden located at 220-222 Willesden Lane, London NW2 5RG, will be celebrating its Golden Jubilee (50 years since its opening) over a nine day celebration from Saturday 5th July 2025 to Sunday 13th July 2025 inclusive.

A number of events will be taking place during this period to celebrate this landmark occasion.

To minimise disruption to the Temple's immediate neighbours and residential traffic, we have decided to move the celebrations away from the Temple to an area more suited to an event of this scale, which will be Neasden Studios (430 High Rd, London NW10 2DA) located in a semi-industrial/commercial area.

As a result of this relocation and in line with our Hindu traditions, we are required to move our sacred texts from the Temple to Neasden Studios. This is carried out in public on the first day of the celebrations before they are read over the following days. This will also allow devotees from our wider community to come together in a shared blissful experience and partake in the celebrations.

This procession is scheduled to take place on Saturday 5th July 2025 with a start time of 12:30 from Deerhurst Road, arriving at Neasden Studios at 15:00.

Route overview

Starting Point: Deerhurst Road

1. Turn right on to Willesden Lane (A4003)
2. Continue on to High Road (A407)
3. At the roundabout, take the 2nd exit and stay on High Road (A407)
4. Turn right onto Dalmeyer Road

End Point: Neasden Studios, 430 High Rd, London NW10 2DA (located at the end of Dalmeyer Road)

Total distance

1.4 Miles (approximately)

Attendance

Going on previous events and feedback from other temples nationally, we estimate the attendance for this event to be approximately 3,500 people.

Timeline

Location	Time	Distance (miles)
Deerhurst Road	12:30	0.00
A4003 Willesden Lane / Sidmouth Road	13:10	0.35
A407 High Road / Churchill Road	13:45	0.70
A407 High Road / Bertie Road	14:20	1.05
Neasden Studios	15:00	1.40

Route Map



Event personnel

Volunteers from Willesden Temple and other Temples will primarily provide stewarding personnel. Where there is a requirement or shortfall in a certain skill set, the necessary resources will be hired accordingly.

The Temple currently has 300 volunteers, all of whom will be trained to be deployed for both this procession and the overall celebrations. It also has the ability to access a pool of up to 15 SIA accredited individuals.

Chevron Traffic Management will also provide trained staff to assist in the management of traffic diversions, sign deployment and rolling road closures.

The Metropolitan Police will also be provide a team of two sergeants and 12 police constables to work alongside the wider team. The will be split into two teams, stationed at the front and back of the procession.

Based on the current procession plans, below is an overview of the key personnel and their responsibilities.

Roles and responsibilities

██████████	Event Manager	██████████
██████████	Event Coordinator/ Safety Officer	██████████
██████████	Stewards Lead	██████████
██████████	First Aid Lead	██████████
██████████	Health & Safety Lead	██████████
██████████	Environment Lead	██████████
██████████	Traffic Control Lead	██████████

Planning and management

Public liability insurance

This event is covered by the public liability insurance currently held by the Temple.

Notifying all residents on route

All residents located on the route of the procession, will be notified with a minimum of 2 weeks' notice to make them aware of what will be happening in the lead up, during and after the procession. They will also be provided with direct Temple contact details if they have any further questions or require any clarifications.

Working with traffic management/council

Chevron Traffic Management, which has been hired by the Temple, will be working with Brent Council, Transport for London and all other relevant organisations in

regard to traffic diversions, road closures, signs deployment and other route management aspects.

Signs

Our traffic management company has defined a list of signs needed for the route. The traffic management company along with the Temple will supply these signs and Chevron Traffic Management will be responsible for their deployment and collection.

Float construction/dismantlement

The floats will be constructed and stored at the below locations. They will only leave this area for the duration of the procession.

Unit 53
Sapcote Trading Centre
374 High Road
London
NW10 2DJ

Communication

As part of the overall celebrations, all key team members will be provided with dedicated walkie-talkie headsets to ensure there is a constant line of communication.

They will also have a mobile phone, as a failover, in case of any issues with the walkie-talkies. All team members will be provided with a mobile contact list of key stakeholders.

The command structure will ensure no individual has no more than four direct reports at any point during the event.

Heads of team meetings

The heads of all teams and other stakeholders will be meeting on a regular basis in the lead up to this procession to ensure all work is carried out on task and on time.

On the morning of the procession there will be a meeting to confirm roles for the day, what information needs to be fed down to each team and any factors which have changed or may affect the procession e.g. performers no longer attending, weather report for the day etc.

Check and get floats to start point

All floats and vehicles will be checked prior and on the morning of the procession to ensure there are no hazards and that all features are securely attached.

Each float will have an individual assigned who is responsible for it from when it leaves the construction area up until it returns after the procession.

Transportation

A shuttle service will run from our associated Temple in Kenton to Willesden Temple. This is part of the Temple transport plan to reduce the number of cars coming to our event during the 9 days. We will also be insisting those who can, to make use of public transport, car share and to make use of other methods of active travel where possible.

Traffic Management Plan

The Temple have hired the services of Chevron Traffic Management who have agreed to take full responsibility of the traffic diversions, road closures, signage and related staffing. Stewards from the Temple will work with CTM to ensure successful delivery of their objectives.

Additionally, CTM will also be providing their expertise, where they can, in the overall planning of the procession.

A detailed traffic management plan will be created by CTM, which will be a separate document that will accompany this event plan.

Event overview

Start

- The performers and public will be lined in pre-planned order of travel on Deerhurst Road
- They will then be funnelled to join in between the parked floats as part of the starting formation.
- The procession will then proceed along the designated route.

During

- Both sides of the procession will be lined by volunteers/stewards
- Hydration points will be dotted along the route.
- Pace setters will ensure the procession is moving to the agreed timeline.
- Stewards will work together to maintain the length of the overall procession and that all sections are traveling at the correct pace.
- Stewards and security team will ensure the procession stays formation and within the single road lane.
- Security marshals will review crowd density and communicate back to event lead. Where required they will pause their section to allow space to free up ahead.
- Stewards will ensure no participant crowds build up on the pavement and that they stay in our designated areas.

End

- Upon reaching Neasden Studios, participants of the procession will be directed towards designated areas to disperse the crowd throughout the venue and have all people and vehicles off public roads as quickly as possible.

Amusements, attractions and display

- Two floats (Flatbed trailers being pulled by a domestic vehicle)
- 2 x PA vehicles
- 2 x Double decker buses
- Performers including drumming bands and dancers

- Singing
- Banners

Note – Only the instruments and singers connected to the PA system will be amplified.

Communications

- Walkie-talkies will be the primary form of communication between stewards/volunteers and other teams such as first aid.
- Mobile phones will also be used as and when they are needed as a fall back.

Toilets, refuse and waste plan

- Volunteers at the rear of the procession will be designated to collect all rubbish as the crowd moves along.
- Waste bins will also be available at all refreshment points.
- Toilets and baby change facilities are available at the Temple and Neasden Studios.
- We have made arrangements with businesses along the route that will also provide toilet facilities for children and those with disabilities.
- Volunteers will be picking up and clearing litter at the end of the procession as well as disposing of the rubbish bags in authorised vehicles

Medical, ambulance and first aid

- First aid teams will be present throughout the day at all locations and will also be following along the procession.
- Requests for assistance can be raised by a steward/volunteer through their walkie-talkie.
- In the need for ambulance access, the stewards will transfer the people of the procession to a single lane/pavement, so that emergency vehicles can pass.
- All floats will have a maximum width of the trailer that they are on, so can be parked to one side and not impede on other lanes of the road.
- Fire prevention - No naked flames will be used anywhere. All vehicles on the procession will carry mobile fire extinguishers.
- Where an immediate evacuation is required, this will be communicated to all section heads, after which they will inform participants to vacate the area immediately and go home. Any children performers will be managed by their allocated chaperons.

Missing person and lost property

- All missing persons and property will be directed to the vehicles at the rear of the procession, where stewards will work to reunite them with their family/carer.
- All parents will be provided with wristbands, with contact details to be placed on the wrist of their children.

Facilities for people with special needs

- Individuals with special needs or unable to walk long distances will have seating made available to them in procession vehicles where possible or be shuttled to the end point ahead of the start time to await arrival.

Risk Assessment

This has been produced as a separate accompanying document.

Complaints/Compliments/Comments

We will look to have a number of channels available to the attendees and general public so that they can give feedback to us on any queries or concerns they may have. The first point of call for residents will be the contact information on the leaflets, which are to be distributed to all residents and businesses along the procession route.

Advanced notice signs will also notify all those who travel through the area of the upcoming event.

Event Plan

The Temple has a dedicated team for this event who will work with all relevant parties to ensure this event is successful and most importantly safe for all involved.

If there is anything in this plan upon which you require clarification or feel that an area needs to be amended/added, please do let us know and we will make certain to have this completed as swiftly as possible.