

Committee:	Date:
West Ham Park Committee - For Decision	04 February 2019
Subject: Bringing Communities Together event feedback and proposal for 2019	Public
Report of: Director of Open Spaces	For Decision

Summary

West Ham Park hosted a 'Bringing Communities Together' event featuring funfair rides, community and faith stalls, food and concessions in 2017 and 2018. Around 4,500 people attended the event in 2018, which was well received by local people. No damage was caused to the Park's grassland area and no complaints were received. The organisers would like to repeat the event in 2019 keeping the size and scale the same but extending the duration by half a day to include the Friday afternoon.

Recommendation

Members are asked to:

- Approve the proposal to repeat the event in 2019
- Delegate authority to the Superintendent to finalise details of the 2019 event, event fee (including deposit and reinstatement), cancellation policy and pricing structure for fairground rides, food and other items to be sold by stall holders.

Main Report

Background

1. HAFS academy, an Islamic Faith School situated close to West Ham Park, held a Bringing Communities Together event in the Park in 2017 and 2018, with the event open to the public over the weekend (2 days), with the fairground setting up on the Friday and being completely off site by the Monday evening. The event aims to create and strengthen positive relationships within local communities by inviting all members of the community to enjoy fairground rides, cultural foods, arts and craft exhibitions. The event in 2017 was successful with around 2,000 people attending. Some learning points were identified that were put in place when the event was repeated in 2018.

Current Position

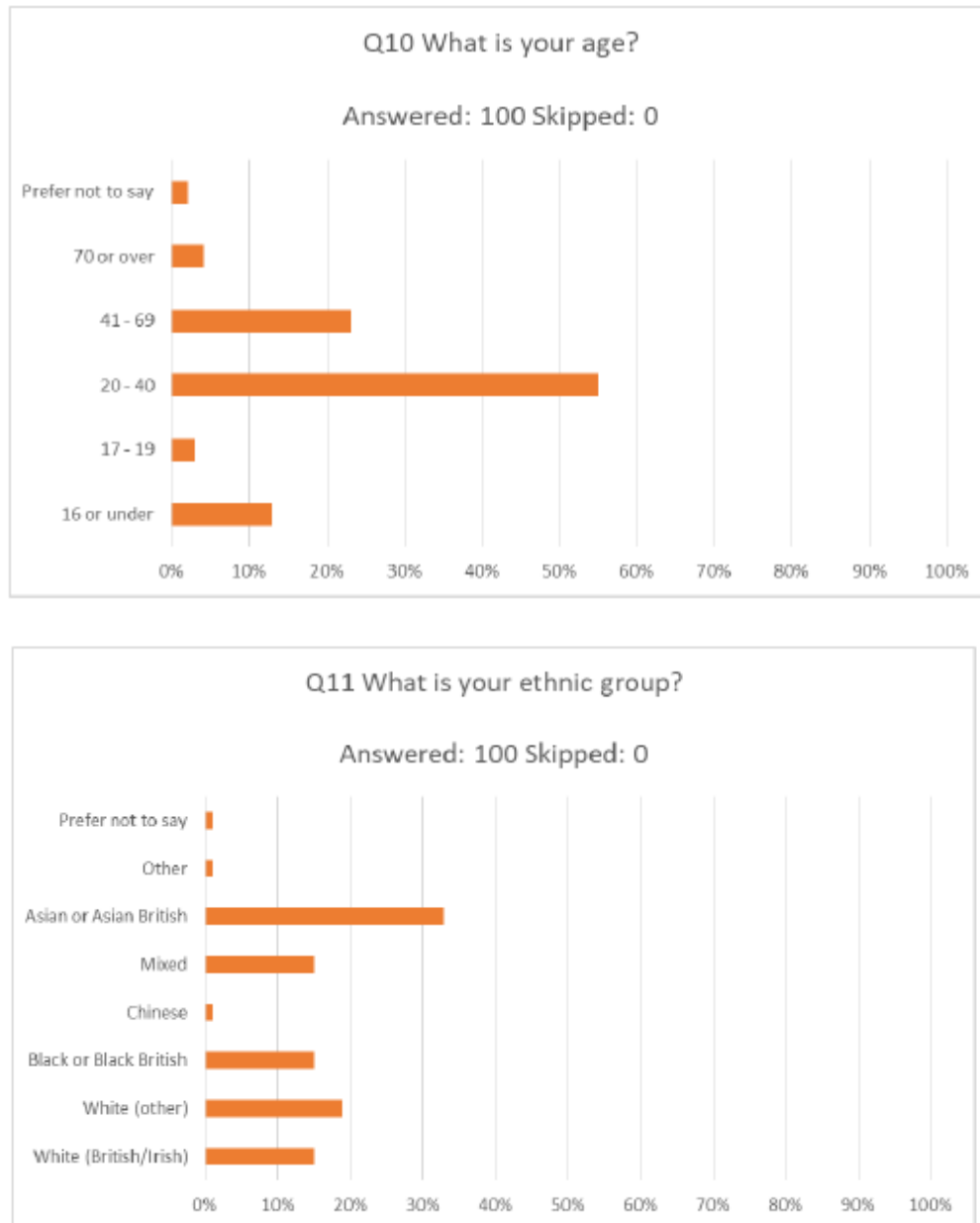
2. The 2018 event was held on the weekend of the 14th and 15th July. The hot weather saw around 4,500 people attend throughout the weekend. 18 different community and third sector organisations were present, a greater number than in 2017 (see list below). The Friends of West Ham Park co-hosted a stand with the Park to speak to local people about the recent Fothergill exhibition that had taken place in the ornamental gardens and forthcoming events organised by the Friends group. Park staff and officers from the Playground refurbishment project team were also in attendance to discuss the playground proposals with attendees. Due to the warm dry weather preceding the event, no damage was caused to the grassland and little compaction occurred, therefore the deposit was returned in full.

Third Sector and Community organisations present at event:

- Central London Youth Development
 - Sister Forum Study Club
 - Muslim Hands
 - British Transport Police
 - London Black Women's Project
 - Nutrition east
 - Women into Construction CIC
 - London Fire Brigade
 - Metropolitan Police
 - Kick it
 - Independent Newham Users Forum for mental health
 - Deen and Co
 - Goodmayes Medical practice
 - Mayers Pharmacy
 - ISKCON, Ridha – Krishna Temple
 - East End Islamic Centre
 - West Ham Park and The Friends of West Ham Park
3. Over 100 people completed a survey following the event (an increase from 36 that responded in 2017). 62% of respondents stated that their main reason for visiting the Park that day was to attend the event. 40% of those did not live close to the Park, and 23% were visiting the Park for the first time, demonstrating that the event is attracting new visitors and some from further afield. The event was well received by those interviewed; 81 % gave the event a 5-star rating (the highest positive score on a rating from 1 to 5). The most common comments received were around increasing the number of days that the event is held for, having more rides for adults and better information around available parking. The age and demographic of those that responded to the survey was representative of those attending on the day and whilst 34% of those who responded classed themselves as 'White (other/British/Irish)' the rest were divided amongst other ethnicities representative of the local area (see Figure 1).
 4. The organisers met with the Park Manager following the event, both agreed that significant improvements in marketing, planning and organising had helped the

2018 event run more smoothly, with a greater representation of community groups and increased number of attendees.

Figure 1: Age and ethnic profile of questionnaire respondents



Proposals

5. HAFS would like to return in 2019 to hold the event in the Park in mid-July. The size and scale of the event would remain the same however they would like to begin setting up on the Thursday to allow them to open on the Friday afternoon. This would see the event operate for 2.5 day rather than 2 days as in previous years. As before the event would close on the Sunday, with small rides and stalls being taken down on the Sunday and the remainder removed on the Monday.
6. They also intend on working more closely with local schools in 2019 and are looking at holding a poetry competition, the winners of which would be

announced during the event. They are also making contact with our sporting partners to see if sporting activities for example football activities or a competition could be held on Football pitch number 2.

7. To summarise the event would consist of:
 - a. A maximum of 16 fairground rides provided by Irvin Leisure, with a maximum of 2 rides that charge more than 2 tokens.
 - b. 3-5 food stalls offering a selection of international menus
 - c. A maximum of 35 stalls: including local community and faith groups, free health checks, no smoking & healthy eating advisory stalls and commodity stalls including henna artists, arts and craft stalls, face painting etc
8. As in previous years the aim of the event will be to celebrate, share and enjoy a fun day with the community regardless of faith or nationality. It is expected that event attendance will continue to grow and exceed the 4,500 visitors seen in 2018. It is expected that no more than around 500 people will attend the event at any one time. This will be managed with the support of paid staff, volunteers, security staff and trained first aiders. Additional facilities in the form of portable toilets will also be provided by the event organisers.
9. It is proposed to hold the event in the south west corner of the Park again as this has worked well in the previous two years. The eastern side of the Park will be unaffected by the event and will provide a quiet area in the Park where people can relax. The stalls and fairground rides would border the main path that leads from South Gate north towards the picnic area. The location of the other food stalls and fairground rides would be in the approximate locations shown on the map (see Appendix 1), however exact details would be agreed with the Park Manager on site to ensure that the root protection areas of the trees are maintained (as defined in BS5837:2012 Trees in relation to design, demolition and construction recommendations).
10. The fairground rides will be placed on the mown grassland area avoiding the sports pitches, running track, wildflower meadows and bulb areas. An indemnity form will be signed by the organisers who will be responsible for paying for any reparation works required following the event. With careful planning it is thought that this should be restricted to re-seeding or turfing of damaged or worn grassland areas. An event management plan including cancellation policy will be agreed with the organisers in case the weather on the event day gives cause for concern, e.g. high winds. The cancellation policy will also include a clause allowing the Park to cancel the event should ground conditions be too soft to allow for the setup of the large fairground rides.

Corporate & Strategic Implications

11. The event will help to deliver the following areas of the City Corporate Plan 2018-2023

- a. Contribute to a flourishing society by helping to create cohesive communities as well as raising awareness of health and wellbeing, along with signposting activities and services.
 - b. Shape outstanding environments by inspiring enterprise, excellence, creativity and collaboration
- 12. From an Open Spaces perspective, the event will support the objectives of the new business plan by;
 - A. Open spaces and historic sites are thriving and accessible.
 - 3. Our spaces are accessible, inclusive and safe.
 - B. Spaces enrich people's lives.
 - 5. People enjoy good health and wellbeing
 - 7. People feel welcome and included (4)
 - 8. People discover, learn and develop (3)

Implications

- 13. **Financial implications:** For the 2019 event HAFS academy will again supply all equipment, portable facilities etc at their own cost. A one-off fee will be charged to HAFS academy for use of the Park. Charges for staff time have been updated to reflect the support provided during the 2018 event. HAFS also intend to take a greater role in managing stall holders, therefore reducing the amount of support required from West Ham Park keepers. A Team Leader from the Park will be present at all times to oversee activities and vehicle movements on site.
- 14. It is anticipated that the overall total fee will be in the region of £3,500 +VAT with an additional 25% deposit for expected reparation costs. It is proposed that the final fee is agreed by the Parks and Gardens Superintendent. A breakdown of these costs is shown in the table 1 on the next page.
- 15. Events provide a welcome source of income in the face of ongoing budget reductions however, charges have been kept low to reflect the community benefit that this event brings. The event will be free to attend by local people; however, there would be charges for food and fairground rides etc. These would be agreed by the Superintendent prior to the event to ensure that they are accessible to local people.
- 16. **Key risks:** In order to manage the risks associated with the event, HAFS academy would meet with the Park Manager to review and update the events application form and operational plan from 2017 detailing how they will mitigate the risk involved in organising an event of this scale. This would include
 - d. Security: Providing adequate SIA Cleared Security staff during the day time and 2 security personnel overnight.
 - e. Informing London Borough of Newham and emergency services
 - f. First Aid: Ensuring that adequate first aid certificated staff will be present during the event

- g. Food Hygiene: All food stalls will be required to have Public Liability Insurance and have passed a minimum of Food Hygiene Certificate Level 2
- h. Health and Safety: Risk Assessments, Safe Systems of Work and an Emergency Action Plan Procedure will be reviewed by the Park Manager prior to the event taking place.

Table 1: Breakdown of fees

Role	Hours	Fee	Comment
Park Manager	4	£ 200	Overseeing plans and agreeing format
Team Leader	48	£1,445	Management and attendance during event days, setting up and breaking down of the event
Keeper	15	£ 365	Supporting community stall holders' vehicles entering and exiting site at the start and end of festival days
Parkland hire fee		£1,500	Increased to reflect additional half day of event being open.
Total		£3,510	
Deposit - 25%		£877.50	

Conclusion

17. The 2018 event held in the Park by HAFS academy built on the success of 2017 and saw an increase in numbers of visitors that were new to the Park. The mixture of fairground rides and stalls was well received by local people and created a summer fête feeling in the Park on the day. Feedback from 2017 and 2018 showed that there was a desire from local people for the event to be held on additional days. This proposal suggests that set up begins on the Thursday evening to allow the fairground and stall holders to operate from Friday in the afternoon. This will extend the period for local people during peak time, whilst minimising the impact on the Park as only an additional half a day would be required. HAFS proposed to work with local schools and sporting groups to further widen their ability to bring communities together through the event.
18. Working in partnership with HAF's academy allows the Park to host an event that it would otherwise not have the budget or staff resource to arrange itself, whilst increasing the Park's profile with different user groups in the area and achieving additional income for the Park.

Appendices

- Appendix 1 – Map showing the 2018 set up of the 'Bringing Communities Together' event

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