

<b>Committee(s)</b>	<b>Dated:</b>
Hampstead Heath Highgate Wood and Queens Park Committee	05 June 2019
<b>Subject:</b> Large & Major Event Applications for Hampstead Heath	<b>Public</b>
<b>Report of:</b> Bob Warnock, Superintendent of Hampstead Heath	<b>For Decision</b>
<b>Report author:</b> Paul Maskell, Leisure and Events Manager, Hampstead Heath	

### Summary

As set out in the Hampstead Heath Site-Specific Events Policy Part Two, the Superintendent of Hampstead Heath is seeking Members views in relation to three large or major events; Zippos Circus, The London Youth Games and the South of England Athletics Association Cross Country Championships.

Each of these events has been assessed by the Officer Event Group (appendix 1-3) and considered and supported by the Hampstead Heath Consultative Committee.

### Recommendations

It is recommended that:

- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee approve the Zippo's Circus event (appendix 1).
- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee approve the London Youth Games event (appendix 2).
- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee approve the South of England Athletics Association Cross Country Championships event (appendix 3).

### Main Report

#### Background

1. Hampstead Heath has a long history of holding events. These are designed to attract new audiences and promote the health and well-being of our visitors.
2. The Hampstead Heath Site-Specific Events Policy Part Two, which was approved in September 2018, sets out the framework for making decisions about events at Hampstead Heath.

3. In order to facilitate this policy framework, the Leisure and Events Manager, the Operational Services Manager and the Highgate Wood Conservation & Trees Manager form the Officer Event Group (OEG) meet monthly to consider event applications.
4. The OEG considers the following criteria when assessing the suitability of events:
  - Aligns with the Heath Vision and strategic outcomes for Hampstead Heath.
  - Is appropriate for the proposed location and complies with the Open Spaces Departmental Events Policy Parts One and Two.
  - Is high quality and includes an event plan which sets out minimum standards for achieving a successful, safe and well-executed event.
  - Is sustainable and based on a strong business case.
  - Offers quality and memorable experiences for visitors and participants that connect people with Hampstead Heath and local community.
  - Identifies and delivers added value for social inclusion.
  - Promotes the Heath Vision values of shared stewardship and collective responsibility.
5. The approved Hampstead Heath Site-Specific Events Policy Part Two sets out the scale of events requiring approval from Committee (table 1). These event proposals have already been consulted as per the policy.

<b>Event Scale</b>	<b>Daily anticipated attendance</b>	<b>Duration including set-up and break-down</b>	<b>Approval</b>	<b>Minimum period for receipt of application prior to proposed event date</b>	<b>Application Deadline</b>
Minor	1 – 50	Up to a day	Superintendent	3 weeks	None - rolling application process
Small	51 – 500			8 weeks	
Medium	501 – 2000	Up to 2 days		4 months	
Large	2001 – 5000	Up to 3 days	Hampstead Heath, Highgate Wood & Queen's Park Committee	6 months	1 September 1 December 1 March
Major	5001 plus	4 or more days		12 months	

**Table 1: Event Scale**

**Zippos Circus – 22 to 28 October 2019 (9 days – Major Event)**

6. The proposed location is the East Heath Fairground site. The applicants have applied to hold shows over 6 days along with two days for setup and one day to break down. The applicant has confirmed that horses will not be part of the event

programme. However, the only animals included in the programme are budgerigars.

#### London Youth Games - 16 November 2019 (4 days – Major Event)

7. The young people participating in this event are drawn from all 32 London Boroughs. The proposed event comprises of a cross country run with the start and finish within zone B at Parliament Hill. The course covers a range of different distances across the wider area of the Heath, Zone C. This is a single day event but requires two setup days and one break down day.

#### South of England Cross Country Championships - 25 January 2020 (4 days – Major Event)

8. This is a prestigious regional event that comprises of a series of racers for children under 13 to senior men and women. The proposed event comprises of a cross country run with the start and finish within zone B at Parliament Hill. The course covers a range of different distances across the wider area of the Heath, Zone C. This is a single day event but requires two setup days and one break down day.

### **Corporate & Strategic Implications**

9. The Hampstead Heath Events Programme directly supports the Hampstead Heath Management Strategy 2018-2028 Strategic Outcomes A: The Heath is maintained as a flourishing green space and historic landscape, B: Improved quality of life for Heath visitors, C: The Heath is inclusive and welcoming to a diverse range of visitors and D: Greater number of and diversity of People taking care of the Heath.
10. The Hampstead Heath Events Programme also meets the three objectives and outcomes set out in the Open Spaces Business Plan 2018-19 (a) Open spaces and historic sites are thriving and accessible, (b) Spaces enrich people's lives and (c) Business practices are responsible and sustainable.
11. These Events also contribute towards the achievement of the three aims set out in the City of London Corporate Plan 2018-23. Contribute to a flourishing society, Support a thriving economy and Shape outstanding environments, in particular the following Corporate Plan outcomes:
  - (3) People have equal opportunities to enrich their lives and reach their full potential.
  - (4) Communities are cohesive and have the facilities they need.
  - (10) We inspire enterprise, excellence, creativity and collaboration.

### **Financial Implications**

12. The Events Policy details the framework for event cost recovery. The associated charges for holding events are set out in the annual Fees & Charges Report for Hampstead Heath which is reviewed and approved by Members on an annual basis.

## **Conclusion**

13. These proposed events promote health and well-being, while being fully in keeping with the aims of the Events Policy. Should they be approved by Members they will form part of the Hampstead Heath Events Programme and contribute to achieving the Management Strategy Outcomes.

## **Appendices**

- Appendix 1 – Zippos Circus 22 to 28 October 2019
- Appendix 2 – London Youth Games 16 November 2019
- Appendix 3 – South of England Cross Country Championships 25 January 2020

### **Background Papers**

- HH, HW, QP Committee report: Hampstead Heath Site-Specific Events Policy Part Two – September 2018

## **Contact**

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