



Hampstead Heath

Registered Charity

Event application for the South of England Athletic Association team and Individual Cross-Country Championships

Location	Zone B - Parliament Hill Zone C - The wider area of Hampstead Heath
Event days:	South of England Athletic Association Team and Individual Cross-Country Championships (SEAA) held on Saturday 25 th January 2020.
Set-up days	2
Actual event days	1
Clear-up days	1
Total days required:	4

Context

The Officer Event Group (OEG) meets once a month to discuss event applications. This Group is made up by the Leisure, Events and Communications Manager, the Operational Services Manager and the Highgate Wood, Conservation and Trees Manager. The OEG review all applications to ensure they meet the specific requirements of the City of London Corporation (Open Spaces) Act 2018 and specifically to manage event applications in accordance with the Open Spaces Department Events Policy Part One and the Hampstead Heath Site-Specific Policy Part Two. The OEG met on 28 March 2019 to review the South of England Athletics Association Cross Country Championships Event Application. Below are the OEG assessment and recommendation for Members consideration.

Requirements

A. Does the event align with the Heath Vision and Strategic Outcomes?

Having activities and events contributes to one of the strategic outcomes within the Hampstead Heath Management Strategy - Outcome B "The Heath enriches lives". The SEAA Cross Country Championships is a prestigious regional event that holds a series of races for children under 13 through to senior Men and Women. It is an event that appeals to young athletes taking their first steps in a competitive environment.

The event supports the objectives of Priority 4 in relation to improved physical health, mental health and emotional well-being. The OEG also noted that for many of the youth runners, spectators and older runners the event can mark their first visit to Hampstead Heath, and this may encourage them to discover more of the Heath and learn about the natural world. This supports Outcome C "The Heath is inclusive and welcoming to a diverse range of visitors".

<p>B. Is the event application high quality including an event plan which sets out minimum standards for achieving a successful, safe and well-executed event?</p>
<p>The SEAA has been visiting the Heath for over 50 years. SEAA are managed under UKA and English Cross-Country Association rules and must apply to UK Athletics to receive a permit to race. Their procedures ensure that national standards for timekeeping, stewarding and safeguarding are adhered to.</p> <p>The Risk Assessments are clear and comprehensive. The OEG acknowledge that all the reasonably foreseeable and significant risks associated with organising a major Cross-Country event have now been identified.</p>
<p>C. Is the event appropriate for the proposed location and does it comply with the Open Spaces Departmental Events Policy Parts One and Two?</p>
<p>The event locations are grouped into three broad zones and are considered by the OEG on an assessment of the suitability of the requested destination, including the local character of the location, the potential impacts on the site and on the experience of Hampstead Heath visitors and neighbours. SEAA create a fenced start and finish within Zone B and the course then includes areas within Zone C, encompassing the wider area of the Heath. The event course is scouted by the Clerk of the course and is assessed for risk by both the Clerk of the course and Hampstead Heath Ranger Supervisor. They assess the course for ecological and grounds maintenance impacts and the Heath's Ecologist makes a site visit to assess the route of the course. Following the event the Heath staff assess the course to consider what reinstatement works are necessary.</p> <p>Post event the course is reviewed by our specialist staff to inform the restoration works. This will involve fencing off areas to promote their recovery. The SEAA provide financial support to fund chain harrowing undertaken by shire horses immediately following the event to aid restoration.</p>
<p>D. Is the event sustainable and based on a strong business case?</p>
<p>The OEG is supportive of the Events Business Case. The event organisers promote the use of public transport for participants and spectators and support the Heath's waste & recycling strategy.</p> <p>The event has proved economically sustainable and receives National and Regional grants to hold the event. The SEAA works closely with the Superintendent to minimise the negative impact of the event, in relation to ground disturbance, compaction and impact on visitors.</p>
<p>E. Does the event offer quality and memorable experiences for visitors and participants that connect people with Hampstead Heath and the local community?</p>
<p>The SEAA application is based on 4,000 runners and spectators. The start and finish are regarded as iconic sporting challenges and are memorable for the great number of young people charging up and down Parliament Hill. The event has previously attracted a large audience from the local community and has been well received by visitors.</p>
<p>F. Does the event identify and deliver added value for social inclusion?</p>
<p>The SEAA event includes runners from varied backgrounds and is inclusive in its make-up in relation to ability, gender and age.</p>

G. Does the event promote the Heath Vision values of shared stewardship and collective responsibility?
SEAA works hand in hand with Hampstead Heath Management Team to deliver an event that enriches the lives of Heath users and is welcoming. SEAA manage the event responsibly and have a successful operating model for delivering this event.
Additional Information
SEAA is regarded as one of the most important cross competitions in the South of England. The Cross-Country races are mass participation events that appeal to many different and varied communities. It showcases running and promotes health and wellbeing.



Race 2 & 3 - U 13 Boys & Girls





Parliament Hill

Hampstead Heath

Dartmouth Park

Race 4 - U 15 Girls

M

C

B

A

Finish

N

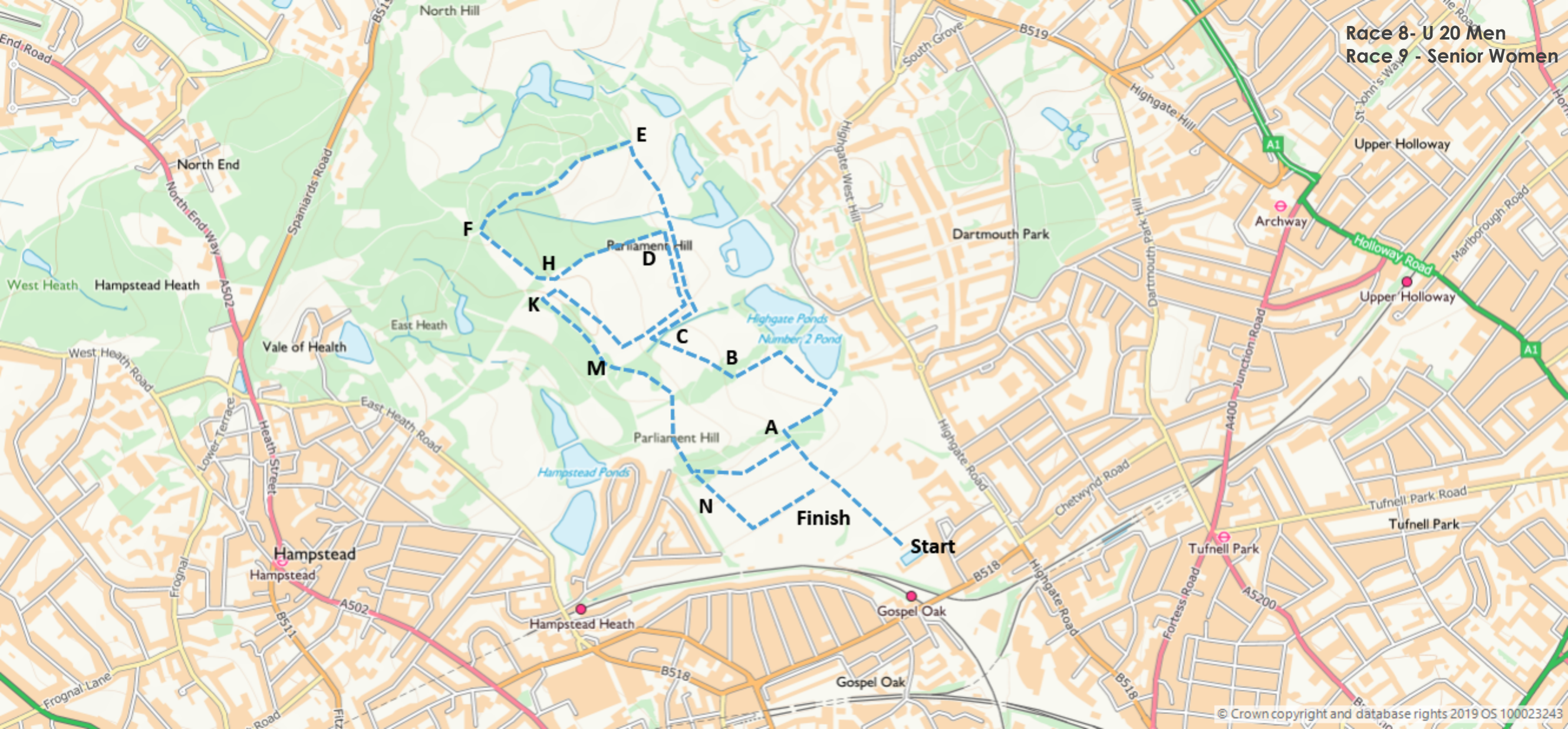
Start



Race 5 - U 17 Men
Race 6 - U 20 Women



Race 8- U 20 Men
Race 9 - Senior Women



Race 10 - Senior Men

