

Committee(s)	Dated:
Hampstead Heath Highgate Wood and Queens Park Committee	11 September 2019
Subject: Large & Major Event Applications for Hampstead Heath	Public
Report of: Bob Warnock - Superintendent of Hampstead Heath	For Decision
Report author: Paul Maskell - Leisure and Events Manager Hampstead Heath	

Summary

As set out in the Hampstead Heath Part Two Site Specific Events Policy, the Superintendent of Hampstead Heath is seeking Members approval in relation to two major events; The Affordable Art Fair and the Highgate Harriers Night of 10,000m Personal Bests.

Each of these events has been assessed by the Officer Event Group (appendix 1-2) and considered 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 Affordable Art Fair 2020 event (appendix 1).
- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee approve the Highgate Harriers Night of 10,000m Personal Bests 2020 event (appendix 2).

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, which was approved in September 2018, sets out the framework for making decisions about events on Hampstead Heath.
3. In order to facilitate this policy framework, the Leisure and Events Manager, the Operational Services Manager, the Highgate Wood Conservation & Trees Manager and the Queen's Park & Constabulary Manager form the Officer Event Group (OEG) which meets 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 the local community.
- Identifies and delivers added value for social inclusion.
- Promotes the Heath Vision values of shared stewardship and collective responsibility.

Affordable Art Fair, 29 April - 3 May 2020

5. The proposed location is the East Heath Fairground site (appendix 1). The applicants have applied to hold the fair between 29 April – 3 May 2020, to avoid a clash with the VE Bank Holiday on Friday 8 May 2020. To facilitate the construction of the event space 13 days will be required for setup and five day for break down.

Highgate Harriers Night of 10,000m Personal Bests, 6 June 2020

6. The Night of the 10,000m Personal Bests is a prestigious international event which in 2020 provides the opportunity to host the Team GB trials for the 2020 Tokyo Olympics as well as the European 10,000 meters Cup. The event comprises of nine 10,000m races which will take place at the Parliament Hill Athletics Track. This is a single day event but requires one setup day and two breakdown days.

Consultation

7. The Hampstead Heath Consultative Committee have been consulted by email. The Superintendent will summarise the view and comments received at the meeting to allow Members to take account of this feedback when considering these events.

Corporate & Strategic Implications

8. 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.

9. The Hampstead Heath Events Programme also meets the three objectives and outcomes set out in the Open Spaces Business Plan 2019-20 (a) Open spaces and historic sites are thriving and accessible, (b) Spaces enrich people's lives and (c) Business practices are responsible and sustainable.
10. 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 (1-4), Support a thriving economy (5) and Shape outstanding environments (9-12).

Financial Implications

11. 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

12. These proposed events promote health, well-being and culture, whilst being aligned with the principles set out within the Events Policy. Should these events be approved by Members they will form part of the 2020 Hampstead Heath Events Programme and contribute to achieving the Management Strategy Outcomes.

Appendices

- Appendix 1 – Affordable Art Fair, 29 April - 3 May 2020
- Appendix 2 – Highgate Harriers Night of 10,000m Personal Bests, 6 June 2020

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