



Hampstead Heath

Registered Charity

Event application for the Hampstead Heath Affordable ART Fair 2020

Location	Lower Fairground Site at East Heath
Event days:	29 April - 3 May 2020
Set-up days	13
Actual event days	5
Clear-up days	5
Total days required:	23

Context

The Officer Event Group (OEG) meets once a month to discuss event applications for Hampstead Heath, Highgate Wood and Queen's Park. This group is made up by the Leisure, Events and Communications Manager, The Operations Manager, the Highgate Woods Conservation and Trees Manager and the Queen's Park and Constabulary Manager. The OEG review all applications to ensure they meet the requirements of the relevant legislation and comply with the Open Spaces Departmental Events Policy Part One and the Site-Specific Policy Part Two.

The Affordable Art Fair (AAF) has submitted an application for a 2020 event. The applicant has requested the 29 April - 3 May 2020 with 13 set-up days and 5 breakdown days. The proposed dates avoid the VE Day Bank Holiday which has been moved to Friday 8 May 2020.

The Superintendent seeks views and comments from the Members of the Hampstead Heath Consultative Committee to inform further discussion with the HHHWQP Committee on the 11 September 2019.

Requirements

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

Having activities and events contributes to one of the themes of the Hampstead Heath Management strategy - Outcome B "The Heath enriches lives". The AAF is an event that appeals to a wide range of local Heath users and visitors from all over London and the UK. Many visitors coming to the AAF might be first time visitors to the Heath, and this may encourage them to discover more of the Heath. The AAF programme always aims to reflect the connection with the Heath. For example, the 2019 event took the opportunity to show the award-winning Hampstead Ponds documentary.

The AAF is a commercial event tickets are priced competitively, and free and subsidised tickets will be made available. In addition, the AAF will provide free educational workshops, tours & talks for both children and adults.

<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>AAF employs a Health & Safety and Project Management Company to oversee the event. The OEG have reviewed the documentation and are satisfied with the proposed health, safety and welfare arrangements.</p> <p>The Leisure and Events Manager would undertake regular inspections to ensure compliance with the licence and Event Management Plan.</p> <p>The AAF is a responsible organisation that places a great deal of emphasis on executing the highest standards to help maintain an international Art Fair.</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. The AAF proposal to occupy the Lower Fairground site for the event aligns with the Site-Specific Policy Part Two.</p>
<p>D. Is the event sustainable and based on a strong business case?</p>
<p>AAF has proved economically sustainable and generates income for the Heath. Through providing quality, affordable art products every year with continual investment in the infrastructure, the AAF have increased their year on year attendance and artwork sales.</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 applicant has been running the event on Hampstead Heath for 9 years and has applied the learning from previous events in relation to noise control, managing vehicle movements and improving the waste and recycling arrangements.</p> <p>Positive feedback has been received in relation to previous events.</p> <p>The Applicant proposes to provide space within the fair to promote the Heath, this has been well received in previous years.</p>
<p>F. Does the event identify and deliver added value for social inclusion?</p>
<p>As in previous years, the applicant proposes to select a local charity to support. The charity preview night is used to help raise funds and promote the selected charity.</p>
<p>G. Does the event promote the Heath Vision values of shared stewardship and collective responsibility?</p>
<p>The applicant supports the City of London Corporations waste and recycling agenda and ensures a responsible approach to reducing the impact of the event through careful management of the waste streams.</p> <p>As set out in the Site-Specific Policy Part Two the applicant will be required to pay a hire charge to cover the cost of occupying the lower fairground event space. In addition, the City of London Corporation will recover full costs in relation to services provided in staging the event.</p>