

Committee(s): West Ham Park – For decision	Date(s): 14 October 2019
Subject: Bringing Communities Together event feedback and future proposal	Public
Report of: Director of Open Spaces	For Decision
Report author: Lucy Murphy	

Summary

For the past three years, West Ham Park has hosted a ‘Bringing Communities Together’ event featuring funfair rides, community and faith stalls, food and concessions. Around 5,500 people attended the event in 2019, which was longer in duration than the previous events but was well received by local people. No damage was caused to the Park’s grassland area and no complaints were received. The event increased the Park’s profile with different user groups in the area and achieved additional income for the Park. This report seeks approval for the organisers to hold the event on an annual basis in the park for the coming three years at the same size, scale and duration. A charge of £3,600 plus VAT (with an additional £900 deposit) is proposed for 2020.

Recommendations

Members are asked to:

- Approve HAFS Academy and Irvin Leisure delivering a ‘Bringing Communities Together’ event at the same size, scale and duration as in 2019 in West Ham Park annually in July for the next three years from 2020 to 2022
- Delegate authority to the Superintendent to finalise details of each event, and pricing structure for fairground rides, food and other items to be sold by stall holders.
- Agree that future event feedback and any change in charging will be proposed with the annual fees and charges report that is submitted to Members each December.

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, 2018 and 2019. The event combines a traditional funfair provided by George Irvin Ltd with Community outreach stalls, cultural foods, arts and craft exhibitions. In 2017 around 2,000 people attended. Attendance grew to 4,500 in 2018 and this year approximately 5,500 people attended. In 2017 and 2018 the event was open to the public on

Saturday and Sunday; in 2019 the duration increased to include Friday afternoon also.

2. An Event Policy for the park was approved by this Committee in July however as this event runs for more than 2 days or over 5,000 people, approval is still required from Members for this specific event.

Current Position

3. The 2019 event opened on the afternoon of Friday 5th July and closed on Sunday 7th. The date of the event had to be changed and moved to an earlier date due to the Mayor of Newham's Annual show being programmed for the same weekend. The clash only became apparent in May 2019. The change of date did have an impact on the third sector groups, with some unable to attend due to other commitments such that 15 groups, rather than 17 took part in the event. Other issues such as staffing, reduced funding and commitment to other projects resulted in over half of the community groups who attended in 2018 not returning in 2019. It is likely that the make up of the third sector organisations will therefore change each year. HAFS Academy's intention is to grow the number of community/charity group numbers whilst balancing the variety of service providers, so as not to have too many providing the same advice.

Figure 1: Third sector and community organisations present at the 2019 event (those in bold had not attended previously)

- **Keolis Amey Docklands Ltd**
- **West Ham SNT - Plaistow Police Station**
- Muslim Hands
- London Black Women's Project
- **Community-links.org**
- **Victim Support**
- **Action for Children**
- Central London Youth Development
- **Mind - mental Health (Tower Hamlet)**
- British Transport Police
- **Solicitor Advocate**
- **Social Action for Health**
- Sisters Forum
- Goodmayes Medical Practice (GP)
- East End Islamic Centre

4. The warm weather and extended duration saw visitor numbers increase to around 5,500. No damage was caused to the grassland and little compaction occurred, therefore the deposit was returned in full.
5. Over 100 people completed the survey during the event. 64% lived close to the park (an increase on 2018) but 42% were visiting for the first time (19% more than in 2018). Increased marketing was carried out by Irvin Leisure in the local

area in 2019 which is thought to have resulted in this increase. 95% of attendees gave the event a 4 or 5 out of 5 rating, similar to the scores seen in 2018. The age and demographic of those that responded to the survey was representative of those attending on the day. There was a greater diversity of attendees in 2019 (with fewer people from 'Asian' ethnic groups and more people who considered themselves 'Mixed'), but again ethnicities seen were representative of the local area.

Proposals

6. HAFS Academy would like to continue to hold the 'Bringing Communities Together' event in West Ham Park on an annual basis at the same scale and duration as in 2019. It is therefore requested that approval is given for the event to be held in the forthcoming three consecutive years 2020 to 2022 to allow better planning and reduce administrative burden on organisers, officers and Members. Any request from the organiser to change the duration, size or scale of the event would require approval from Members and a new report would be submitted.
7. To summarise the event would consist of:
 - i. A maximum of 20 rides (16 fairground and other inflatable etc rides) provided by Irvin Leisure, with a maximum of 2 rides that charge more than 2 tokens.
 - ii. 3-5 food stalls offering a selection of international menus
 - iii. A maximum of 30 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. A minimum of 10 of these will be community or third sector stalls

Corporate & Strategic Implications

8. 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
9. 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

10. **Financial implications:** HAFS academy will continue to supply all equipment, portable facilities etc at their own cost. A one-off fee will be charged for use of the Park and staff time associated with facilitating the event (at the same level as in 2019 as this is seen as the minimum support required). Table 1 below shows the proposed £3,600 fee in 2020 and estimates the fee in future years if RPI were added at 2%.

Table 1: Proposed fee for 2020 and estimated fees for future years

	Fee + RPI	Proposed fee	Inc VAT at 20%	25% deposit
2019 fee - for officer time and parkland hire		£ 3,500	£ 4,200	£ 750
2020 fee + RPI 2.6%	£ 3,591	£ 3,600	£ 4,320	£ 900
2021 fee + 2% RPI*	£ 3,672	£ 3,700	£ 4,440	£ 925
2022 fee + 2% RPI*	£ 3,774	£ 3,800	£ 4,560	£ 950

2% RPI* - an additional 2% has been added to the event fee as an estimated RPI value

11. 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.
12. **Key risks:** In order to manage the risks associated with the event, HAFS academy would meet with the Park Manager annually to review and update the events application form and operational plan detailing how they will mitigate the risk involved in organising an event of this scale. This would include
- Security: Providing adequate SIA Cleared Security staff during the daytime and security personnel overnight.
 - Informing London Borough of Newham and emergency services
 - First Aid: Ensuring that adequate first aid certificated staff will be present during the event
 - Food Hygiene: All food stalls will be required to have Public Liability Insurance and have passed a minimum of Food Hygiene Certificate Level 2
 - 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.

Conclusion

13. The 2019 event held in the Park by HAFS academy built on the success of the previous two years, with increasing numbers of visitors in attendance. The mixture of fairground rides and stalls was well received by local people, when asked the friends group confirmed that little disturbance is heard in the nearby roads and streets. Feedback from 2017 and 2018 showed that there was a desire from local people for the event to be held on additional days, which it was in 2019 with success and the proposal is to continue the event at this size, scale and duration going forward.
14. Working in partnership with HAFS 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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Appendix 1: Layout of fairground rides and community stalls in 2019

- KEY**
 1a. Production Office, First Aid
 2a. Toilets
 3a. Main Food Courts
1. Ghost House (Family ride)
 2. Dodgems (Family ride)
 3. Booster
 4. Super Bob (Family ride)
 5. Race-a-rama (small children)
 6. Mini Wheel (small children)
 7. Runaway Train (Family ride)
 8. Ghost Train (Family ride)
 9. Big Inflatable Slide (small children)
 10. Festival Wave Swinger
 11. Formula (small children)
 12. Waltzer
 13. Tea Cups (small children)
 14. Jet Planes (small children)
 15. Helter-Skelter (children)
 16. Play Centre (Small Children)
 17. On the Buses
 18. Children's Prize Giving Stalls
 19. Children's Prize Giving Stalls
 20. Children's Prize Giving Stalls
 21. Token Booth
 22. Twist
 23. Bungee Trampolines
 24. Water Balls
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Power - silent diesel power generators (no petrol)
 Adequate toilets, stewards and First Aid
 Small Performing Stage

All the Funfair rides carry £10million Public Liability Insurance and fully comply with Government Health & Safety legislation, full copies will be provided.

The Intellectual Property Rights of this CAD drawing or any variations of it belong to Irvin Leisure and cannot be used in any way without our permission.