

APPENDIX 1 – Core Event Programme for 2020

EVENT	DAY & DATE	TIMES	ORGANISER	APPROVAL AUTHORITY	BENEFIT OF EVENT	NO.	EVENT HISTORY	CITY OF LONDON ROUTE
Winter Run	9 February	8 am – 2 pm	Human Race Ltd	City of London	Community event raising money for charity	16,000	6 th year	City Streets, and Westminster (WCC)
London Landmarks Half Marathon	29 March	7 am – 6 pm	Tommy's (with Human Race Ltd)	City of London & City of Westminster	Community & Charitable Event	13,000	3rd Year	Iconic sites within the City
Adidas City Run	5 April Sunday	8am-2pm	CSM Ltd	City of London	Raising money for local and national charities.	2,000	3rd year with CSM; 8th overall	St Paul's, Cannon Street, Queen Victoria Street, Bank area, Cheapside
London Marathon	24 April Sunday	7am-7pm	London Marathon Limited	Transport for London	Significant charity fund raising, plus surplus used to support specific sporting projects.	40,000	Established event of more than 20 years	Embankment & Upper / Lower Thames St
Vitality 10K Race	25 May BH Monday	10am-12.30pm	London Marathon	Westminster / City of London	Funds from this race promote sporting initiatives to the City's	15,000	More than 10 years	WCC, Holborn, Holborn Viaduct,

					resident and workforce population			Cheapside to Bank area and back to WCC
Standard Chartered Great City Race	21 July Tuesday evening	6.30pm-8.30pm	London Marathon Ltd	City of London	Popular with City institutions & sponsored by a City company. Funds also help promote sporting initiatives to the City's resident and workforce population	6,000	More than 10 years	City Road, London Wall, Bank area & Cheapside.
Cart Marking	TBC Mid-July	7 am – 2 pm	Worshipful Company of Carmen	City of London	Historical City event to mark trade vehicles	1,000	Annual event	London Wall, Gresham St, Guildhall area
London Triathlon	9 Aug Sunday	7 am – 5 pm	Innovision	TfL, Westminster City Council	Sporting Event	15,000	Annual event	Lower route (Victoria Embankment)
Prudential RideLondon	15/16 Aug Saturday / Sunday	7am-6pm	TfL (with London Surrey Cycle Partnership & London Marathon Trust Ltd)	Transport for London, City of London & other highway authorities	Mass participation event to promote cycling, inc Mayoral initiatives.	75,000	8 th year	Central CoL & Holborn, Holborn Viaduct
Car Free Day	20 or 27 September (Sunday)	TBC	Greater London Authority	City of London & Transport for London	Promotion of air quality agenda & transport strategy	150,000	2 nd year	Central CoL, bridges & Tooley St

Bloomberg Square Mile	24 September (Thursday evening)	5 pm – 8.30 pm	Square Mile Sport	City of London	Fun Run raising money for charity	5,000	More than 10 years	Gresham Street
Royal Parks Half Marathon	11 October Sunday	9am-midday	Limelight Sport	Royal Parks and Transport for London	Charitable event for Royal Parks Foundation.	15,000	More than 10 years	Victoria Embankment west of Blackfriars.
Lord Mayor's Show & Fireworks	14 Nov Saturday	7am-7pm	City of London	City of London / Westminster and Transport for London	Procession to facilitate the Lord Mayor's obligations to the Sovereign.	6,000	Ceremonial event	City area west of Bishopsgate.
New Year's Eve Fireworks	31 December Thursday	From b/w 2-10pm until after midnight	GLA	Transport for London, Westminster & City of London	Focus of the UK's End of Year celebrations	120,000	Annual celebratory event	Blackfriars area & Westminster near London Eye

2020 Timeline: Core events														
Date	Event	Disruption	Month	Week	Cumulative Disruption									
					1	2	3	4	5	6	7	8	9	10
09/02/2020	Winter Run	-2	Jan	1										
29/03/2020	London Landmarks Half M.	-3		2										
05/04/2020	Adidas City Run	-2		3										
26/04/2020	London Marathon	-3		4										
25/05/2020	Vitality 10k Race	-2	Feb	5										
21/07/2020	Great City Race	-5		6	Winter Run									
TBC (Mid July)	Cart Marking	-3		7										
09/08/2020	London Triathlon	-2	Feb / Mar	8										
15&16/08/2020	RideLondon	-3		9										
TBC (Mid Sept)	Car Free Day	-8		10										
24/09/2020	Bloomberg Sq Mile	-1		11										
11/10/2020	Royal Parks Marathon	-2	Apr	12										
14/11/2020	Lord Mayor's Show	-4		13	London Landmarks									
31/12/2020	New Years Eve	-6		14	Adidas Run									
				15										
			May	16										
				17	London Marathon									
				18										
				19										
			June	20										
				21	Vitality 10k									
				22										
				23										
			July	24										
				25										
				26										
				27										
			Aug	28	Cart Marking		Gt City Race							
				29										
				30										
				31										
			Sept	32	Triathlon									
				33	RideLondon									
				34										
				35										
			Oct	36										
				37										
				38	Car Free Day									
				39	Sq Mile									
			Nov	40										
				41	Royal Parks									
				42										
				43										
			Dec	44										
				45										
				46	Lord Mayor's Show									

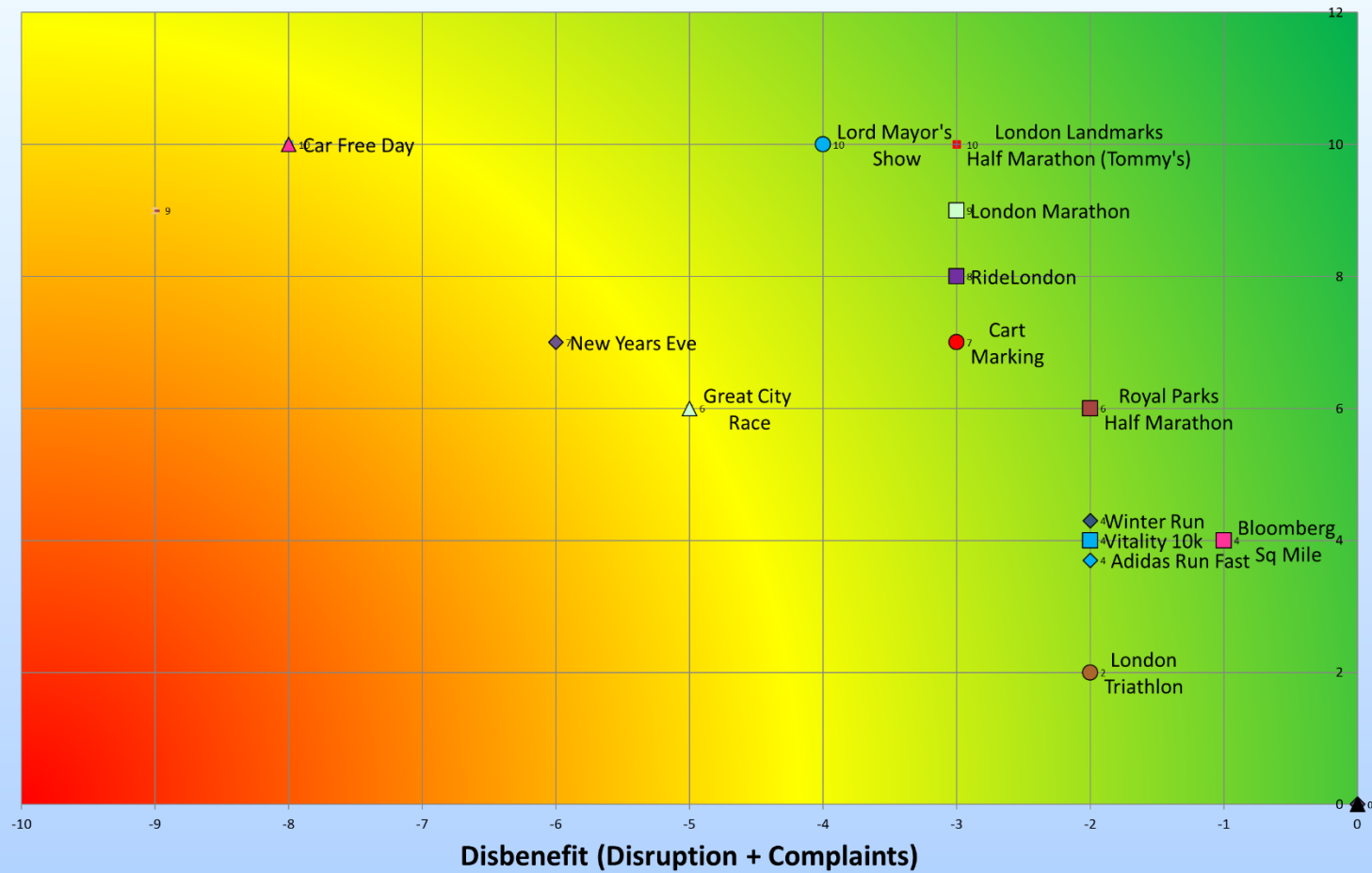
APPENDIX 3 – Summary Event Assessment for 2020

An Event Assessment Matrix is applied to each event to determine its benefits and dis-benefits, and it remains a highly useful tool to determine the merits (or otherwise) of any proposed event. Members approved the framework for the assessment matrix, which is summarised below:

Disbenefit		Benefit	
Disruption & Impact	Past / Likely Complaints	Policy Aims & Objectives	Charitable / Community Support
Daytime major road closures / Major impact (-5)	Serious, numerous & political (-5)	City heritage / cultural 'difference' / Corporate Plan (inc visitor & cultural strategies) (5)	Not for Profit' / Large charitable contribution / Overwhelming stakeholder support (5)
Evening major road closures (-4)	Numerous & political (-4)	London / National / International significance (4)	Charitable contribution (4)
Extensive weekend road closures / Medium impact (-3)	Numerous non-political (-3)	CoL Partner / City stakeholder (3)	Significant City community non-charitable benefit (3)
Limited weekend road closures (-2)	Some political (-2)	CoL Community Strategy (2)	Small charitable contribution (2)
Traffic holds / bubble / minor road closures (-1)	Small number (-1)	Member-only support (1)	Small community benefit (1)
No road closures No impact (0)	None (0)	No policy objective / No Member support (0)	Fully commercial (0)

Using these criteria, the relative assessment for the planned known events in 2020 is represented on are currently as follows:

CORE EVENT ASSESSMENT (2020)



Benefit
(Policy Aim & Objective +
Charitable / Community
Benefit)

APPENDIX 4 – Benefits in Kind (2019)

Date	Event Name	App Fee	TTO	Hoarding L	Parking S	Total
06.02.2018	Founders Day (100 px)	£75.00	£0.00	£0.00	£0.00	£75.00
05.03 - 08.06.2019	Fearless Girl Art Installation	£0.00	£0.00	£30.00	£0.00	£30.00
10.03.2019	The Big Half	£0.00	£0.00	£0.00	£0.00	£0.00
19-28.03.2019	Lunchtime Streets	£75.00	£0.00	£0.00	£0.00	£75.00
27-28.04.2019	Romanian Easter (2000px)	£350.00	£1,200.00	£0.00	£0.00	£1,550.00
18-19.05.2019	Sound Unbound	£350.00	£1,200.00	£0.00	£0.00	£1,550.00
23.05.2019	Aldersgate Beating the Bounds	£75.00	£0.00	£0.00	£0.00	£75.00
02.06.2018	Old Comrades Association Parade	£75.00	£1,200.00	£0.00	£0.00	£1,275.00
13 -14.06.2019	Bodies in Urban Spaces (CAI Event)	£75.00	£0.00	£0.00	£0.00	£75.00
14-15.06.2019	London 12 Bridges Challenge	£75.00	£0.00	£0.00	£0.00	£75.00
18-22.06.2019	Volo: Dream of Flights	£75.00	£0.00	£120.00	£0.00	£195.00
17.07.2019	Cart Marking (150px)	£75.00	£1,200.00	£0.00	£405.00	£1,680.00
20.07.2019	Nocturnal Creatures (Sculptures in the City Events)	£75.00	£0.00	£0.00	£0.00	£75.00
21.07.2019	Asics London 10k (5,000px)	£0.00	£0.00	£0.00	£0.00	£0.00
24.07.2019	Ceremonial Event	£75.00	£1,200.00	£0.00	£550.00	£1,825.00
25.07.2019	Wild by Motionhouse (150px)	£75.00	£0.00	£0.00	£404.00	£479.00
28.07.2019	London Triathlon (200px)	£0.00	£0.00	£0.00	£0.00	£0.00
02.08.2019	Skyline Dance Performance (200 px)	£75.00	£0.00	£0.00	£0.00	£75.00
08.08.2019	Cycle to Work (popups)	£75.00	£0.00	£0.00	£0.00	£75.00
10.08.2019	Play Streets (150px)	£350.00	£1,200.00	£0.00	£0.00	£1,550.00
12-16.08.2019	Lunchtime Streets (500px)	£350.00	£1,200.00	£55.00	£0.00	£1,605.00
17.08.2019	Play Streets (150px)	£350.00	£1,200.00	£0.00	£0.00	£1,550.00
25.08.2019	Smithfield Festival (5,000px)	£350.00	£1,200.00	£0.00	£1,100.00	£2,650.00
01.09.2019	St Joseph's Great East End Walk (250px)	£75.00	£0.00	£0.00	£0.00	£75.00
06-07.09.2019	Generik Vapeur (3,000px)	£350.00	£1,200.00	£110.00	£0.00	£1,660.00
08.09.2019	Merchant Navy Day (500 px)	£350.00	£0.00	£0.00	£0.00	£350.00
11.09.2019	Forget Me Not Sing a long (max 50 px)	£75.00	£0.00	£0.00	£0.00	£75.00

16-23.09.2019	Big Fat Poo Berger (300px)	£75.00	£0.00	£0.00	£0.00	£75.00
21-22.09.2019	Open House (10000px)	£0.00	£0.00	£0.00	£0.00	£0.00
22.09.2019	Car Free day (150,000px)	£350.00	£0.00	£0.00	£37,000.00	£37,350.00
29.09.2019	The Worshipful Company of Woolmen Sheepdrive (650 px)	£425.00	£1,200.00	£30.00	£0.00	£1,655.00
14.10.2019	Kings Hope Walk	£75.00	£0.00	£0.00	£0.00	£75.00
03.11.2018	Submariners Remembrance (150 px)	£75.00	£0.00	£0.00	£0.00	£75.00
04.11.2019	Royal British Legion Garden of Remembrance Service	£75.00	£0.00	£0.00	£0.00	£75.00
08.11.2019	Service of Thanksgiving (2,000px)	£75.00	£0.00	£0.00	£0.00	£75.00
09.11.2019	Lord Mayor's Show	£0.00	£0.00	£0.00	£32,400.00	£32,400.00
10.11.2019	Remembrance Sunday (250 px)	£350.00	£1,200.00	£0.00	£0.00	£1,550.00
10.11.2019	Remembrance Sunday (250 px)	£350.00	£1,200.00	£0.00	£0.00	£1,550.00
27.11-01.12.2019	William Blake Projections (Tate Modern) (500px)	£0.00	£0.00	£0.00	£0.00	£0.00
12-13.12.2019	RAF Association fundraising	£75.00	£0.00	£30.00	£0.00	£105.00
		£5,850.00	£15,600.00	£375.00	£71,859.00	£93,684.00

px = number of approx. attendees estimated by organiser