

Committee(s): Hampstead Heath, Highgate Wood and Queen's Park Management Committee	Date(s): 15th April 2013	Item no.
Subject: A Review of Hampstead Heath 2012 Olympic and Paralympic Games – Green to Gold Activities	Public	
Report of: Superintendent of Hampstead Heath	For Information	
<p style="text-align: center;"><u>Summary</u></p> <p>This report details the success of the Green to Gold campaign and events held on Hampstead Heath in support of the London 2012 Olympic and Paralympic Games.</p> <p>The Green to Gold campaign on Hampstead Heath consisted of 131 sport, wellbeing and cultural events which engaged with over 120,000 members of the public. As a result, the campaign allowed Hampstead Heath to showcase its facilities, to a local, national and international audience. The campaign was highlighted by a record number of participants at the major sporting events hosted on the Heath, reaching new audiences through sport and wellbeing, and increased partnership working with local councils. It also enabled the charitable work of the City of London Corporation through its Open Spaces to be promoted.</p> <p>Recommendations</p> <p style="padding-left: 40px;">That the Management Committee note the success of the Green to Gold campaign on Hampstead Heath.</p>		

Main Report

Background

1. The 2012 London Olympic and Paralympic Games (referred to as the "Games" throughout this report) provided an excellent opportunity for Hampstead Heath to promote its services and facilities to a wider and more global audience.
2. In 2009, the Open Spaces Department formed the Olympic Improvement Group to investigate opportunities for the City of London Corporation Open Spaces to be involved with and capitalise on the London 2012 Games. The Group's remit included three principal aims:

- i) Working together across Open Spaces to promote what we do in celebration of the Olympics and Paralympics.
 - ii) Developing a programme of events for each site that achieves health, well-being, culture and activity.
 - iii) Leaving a sustainable legacy for future engagement in activities promoting health, well-being and culture.
3. In 2011, the Olympic Improvement Group implemented their ideas for an Open Spaces wide campaign of activities and events to promote the City of London Corporation Open Spaces to a more global audience during the Games. The campaign was entitled 'Green to Gold' and helped to drive forward the year-long 'Festival of Wellbeing' across the Heath.
 4. The 'Green to Gold' identity was developed to embrace our core aims and promote the campaign in a consistent and engaging manner across all the Open Spaces (Appendix A).

Review of 2012

5. Hampstead Heath was instrumental in delivering the vision for the Green to Gold campaign in 2012. Particular emphasis was placed on events and activities occurring on Hampstead Heath at Parliament Hill and Golders Hill Park. Throughout 2012, 131 events were held as part of the Green to Gold campaign, engaging with over 120,000 individuals. The campaign was an overwhelming success with highlights including record numbers at events; introducing Hampstead Heath and its sporting facilities to new audiences; strengthening relationships with local boroughs through partnership working and developing a strong and consistent identity across the campaign to promote all the City's Open Spaces. Appendix B contains a breakdown of these events by numbers of participants.
6. The Green to Gold campaign was highlighted by a record number of participants in three major sport competitions; the English National Cross Country Championship, the London Youth Games, and the 14th Duathlon:
 - The English National Cross Country Championship marked the first national competition in the Games year and was attended by over 11,000 participants and countless spectators. The event highlighted the Heath as the premium venue for cross country racing and the success of the competition gained the City of London Corporation Open Spaces plaudits across the national sporting community.
 - The London Youth Games attracted over 7,000 young people from the local community and wider London to the Heath to engage and get

involved with sport. The success of this event earned Hampstead Heath a nomination for the London Youth Games Community Partner of The Year. These Awards form part of the Balfour Beatty London Youth Games Hall of Fame awards evening and again recognised the tremendous efforts staff made to ensure a successful well run cross country event.

- The popularity of the 14th Duathlon continued to grow and attracted a record 160 runners and swimmers in 2012. This event continues to be a unique contribution to the London sporting calendar combining running and swimming in all four of Hampstead Heath's swimming facilities.
7. Whilst the popularity of sporting events was overwhelming on Hampstead Heath, the cultural events also broke records during the year. In particular, Sacrilege, an artistic installation by Jeremy Deller comprising a large, interactive, bouncy replica of Stonehenge which proved to be extremely popular and attracted 4,500 participants. This was a record in terms of number of participants at any one location throughout the entire Sacrilege tour and illustrates the prominence and popularity of Hampstead Heath nationally as a place to visit.
 8. A second achievement of the Green to Gold campaign was introducing Hampstead Heath and its facilities, to new audiences who may not have used our Open Spaces in the past for recreation and sport. The Green to Gold campaign of events on Hampstead Heath aimed to be as inclusive as possible to engage with the widest audience. The events ranged from sporting events such as, 'Give-it-a-Go' taster sessions to cultural events and lectures from previous Olympians.
 - Over 370 individuals participated in the Wimbledon Festival Week which offered free tennis lessons from the Heath tennis coach for adults, young people and children. It finished on the Saturday with a Mixed Doubles competition and additional free taster sessions.
 - 50 people attended the lecture by David Bedford hosted by Geoff Wightman providing an enlightening in-sight to his experiences competing in the Olympics and setting out his views on the future of British sports.
 - As a result of the Green to Gold Campaign and the success of the Games, the Highgate Harriers (the local Athletics Club operating from the Parliament Hill Athletics Track) have received over 100 new applications for membership.

- Over 5,000 people used the Hampstead Heath ‘Play Me, I am Yours’ piano as part of the City of London Festival and over 7,000 people were entertained at the City of London Festival ‘World on the Heath’ family day, one of the highlights being John Etheridge and John Williams both playing together on the Parliament Hill Bandstand.
9. The Green to Gold campaign was designed to engage more individuals and reach new audiences through sport, recreation and culture. The success of the campaign was also dependent on developing our working relationships with local boroughs to capitalise on joint events. In particular, the Queen’s Diamond Jubilee Celebration and the Green to Gold ‘Give-it-a-Go’ Legacy event were exceptionally successful partnership events. Working in conjunction with both Barnet and Camden Councils has strengthened our relationships with these boroughs.
 - A highlight of the Green to Gold campaign was the Queen’s Jubilee Celebrations at Golders Hill Park which drew over 12,000 visitors. The celebrations were jointly conceived, implemented and managed by the London Borough of Barnet, London Jewish Cultural Centre and City of London Corporation. The event consisted of community organisation stalls, a full and varied music programme, family focused activities and a stunning display of fireworks. The Anna Pavlova Exhibition at Ivy House was a particularly well attended attraction.
 - The Green to Gold ‘Give-it-a-Go’ Legacy event was managed in partnership with Camden Council and COO-L (Choice and Opportunity Online, a Camden initiative). The event was attended by approximately 10,000 families and young people who participated in taster sessions including rock climbing, tennis, orienteering, athletics, yoga and many more activities. Music and children’s activities rounded off this overwhelmingly popular family event. This event also marks the opportunity to capitalise on the legacy of the Games and the Green to Gold campaign, with the intention of repeating the event again in 2013.
 10. The range of events could not have been achieved without the support of the huge number of volunteers engaged in sports and recreation clubs across the Heath. This contribution and approach to promoting sports and recreation activities on the Heath is something that needs to be nurtured and built upon over future years.
 11. The strength of the Green to Gold campaign across the Open Spaces was a major success. The approach allowed the Open Spaces division to allocate

the appropriate resources to develop a consistent style and approach and to allow the identity of the campaign to become recognisable to the public and a source of publicity.

12. Finally, the Green to Gold campaign on Hampstead Heath achieved the overall aim of promoting our Open Spaces, and the charitable contributions of the City of London Corporation in managing Open Spaces across London, to a wider global audience during this momentous year for London and the country.

Corporate & Strategic Implications

13. The Green to Gold events programme directly supports the Open Spaces Business Plan Strategy Aim 4: ‘Promote opportunities to value and enjoy the outdoor environment for recreation, health, learning and inclusion’ and also contributes to the Improvement Objective 4: ‘Market our services and adapt events and education programmes to deliver opportunities particularly for young people.’ In addition this campaign has helped achieve Objective 2 ‘Extending partnership-working within the community and continue to develop closer links with local authorities’.

Conclusion

14. Hampstead Heath hosted 131 events which engaged with over 120,000 members of the public during the Green to Gold campaign celebrating the 2012 Games in London. The success of this campaign contributed: to record numbers of participants at the major sporting events held on the Heath; new audiences engaged in sport, wellbeing and culture in the Open Spaces; the strengthening of partnership relationships with local councils; and the promotion of the charitable work of the City of London Corporation to a global audience.

Background Papers:

Hampstead Heath 2012 Olympic and Paralympic Games activities

Appendices

Appendix A – The Green to Gold Logo

Appendix B – Green to Gold event statistics

Contact:

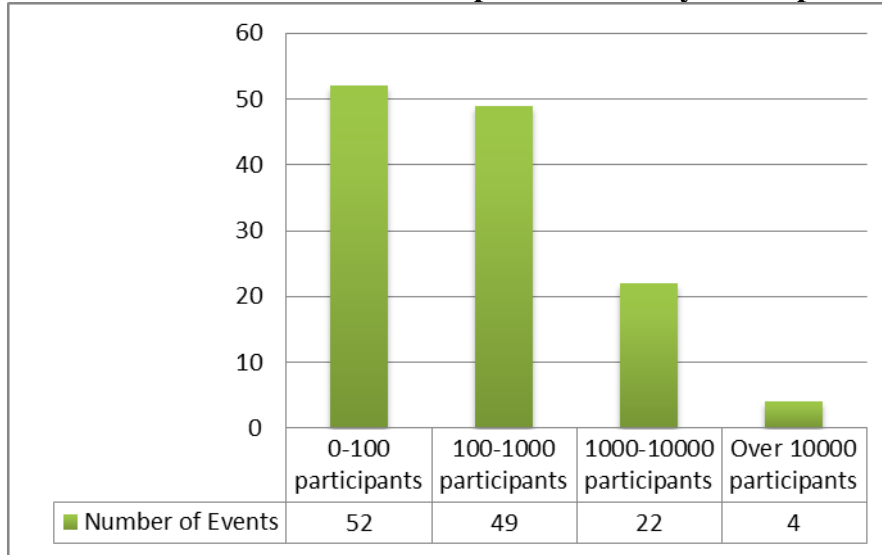
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Appendix A – The Green to Gold Campaign

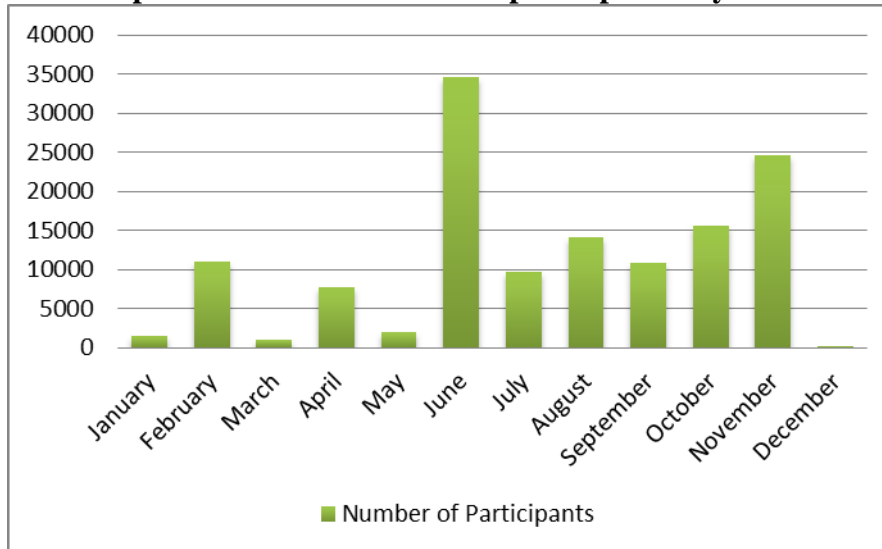


Appendix B – Green to Gold event statistics

Graph 1 –Green to Gold events on Hampstead Heath by size of participation



Graph 2 – Green to Gold event participation by month



Graph 3& 4 – Green to Gold events participation by theme & number of events held by theme

