

Committee(s):	Date(s):	Item no.
Hampstead Heath, Highgate Wood and Queen's Park Management Committee	15th April 2013	
Subject: Review of Affordable Art Fair on Hampstead Heath in November 2012 and Proposals for 2013 and Beyond		
Report of: Superintendent of Hampstead Heath	For Decision	
<p style="text-align: center;"><u>Summary</u></p> <p>This report reviews the success of the Affordable Art Fair that was held at East Heath between the 1st and 4th of November 2012, that attracted 18,500 (adult) visitors over the course of four and a half days generating £2.8 million of art work sales by the 107 galleries exhibiting.</p> <p>The report also sets out a potential proposal from the Affordable Art Fair to hold a further event on the back of the June 2014 art event.</p> <p>Recommendations</p> <p>That Committee:</p> <ul style="list-style-type: none"> • Note the success of the 2012 Affordable Art Fair in welcoming 18,500 (adult) visitors to the Heath and raising additional income to support management of the site; • Note the plans that are underway with regards the June 2013 event; • Approves the principle of hosting another event on the back of the Affordable Art Fair in June 2014, subject to a further more detailed report later in 2013. 		

Main Report

Introduction

1. The Affordable Art Fair (AAF) was established in 1999 by Will Ramsay, founder, as a public showcase for contemporary art. Affordable Art Fairs events are now held successfully in Bristol, New York, Amsterdam, Milan,

Rome, Seattle, Mexico City, Hamburg, Singapore and Brussels as well as a bi-annual event held in Battersea Park, London.

2. Galleries exhibit original work including paintings, sculpture, photography and prints. AAF creates a relaxed, friendly, enjoyable family environment where the public can browse, enjoy and learn about contemporary art, which is also available for purchase.
3. It is an event which principally supports the visual arts, participation and learning. It is open to the public for four and a half days with two reception evenings, including one charity benefit night.
4. The inaugural AAF at Hampstead Heath welcomed 17,000 (adult) visitors over the course of four and a half days, £2.6 million of art work was sold by the 98 galleries exhibiting. AAF does not take commission on artwork sold – this figure is solely based on the items sold by all the participating galleries.

Review of 2012

5. The second edition of AAF at Hampstead Heath welcomed 18,500 (adult) visitors over the course of four and a half days and £2.8 million of art work was sold by the 107 galleries exhibiting. Overall AAF made a small profit of £15,000. A detailed account of the 2012 AAF is appended to this report.
6. AAF's charity beneficiary was Keats Community Library, who raised a fantastic £11,120 plus gift aid, as well as utilising the fair as a platform to promote the charity to a wider audience and recruit members.
7. Adverse weather conditions during the set up period, which had to take place in late October 2012, provided severe logistical issues with installation of the marquee. These were exacerbated by the contractor's delays, due to issues with the product and equipment. Fortunately Heath staff were able to work together with AAF management and provide advice from their experiences of managing events on the site to provide solutions. A review of the processes has taken place between the City Corporation and AAF officers with assurances that these issues will be addressed for the 2013 fair.
8. Overall feedback from exhibitors was better than from the 2011 event, but tensions remain about the proximity of the Hampstead Heath event to the Battersea Park event. Approval to move to a June event this year will hopefully enable the Hampstead Heath fair to create its own identity in terms of putting it firmly on an independent footing from the autumn Battersea fair.

9. The increase in distribution of complimentary tickets or discounted tickets proved valuable in increasing footfall, particularly on the Friday. The organisers were delighted that 51% of visitors had never been to an AAF before, demonstrating that the Hampstead Heath fair `is serving new audiences.

Proposals for 2013

10. Approval was given in 2012 to host the 2013 event in June. The City have prepared a Licence based on AAF taking control of the site at East Heath from the 29th May to the 24th June 2013, with the fair taking place between Wednesday 12th and Sunday 16th June 2013. AAF will then be off-site before the peak season on the Heath commences in July 2013.
11. In recognition of the peak period for use of the land the City have sought an increased site fee of £35,000 (compared to the £30,000 approved in 2012) and discussions are in place for higher operational costs to reflect additional resources associated with managing the event.
12. Promotion of the Heath car parks will also continue and this also helps with additional income generation, particularly at Jack Straws Castle where the facility is seldom at capacity.
13. Given potentially hot weather conditions AAF have had to consider increased production costs, such as the need for temperature control in the marquee and additional marketing budget now this can no longer be shared with the Battersea event.

Proposals for 2014 and Beyond

14. Discussions have also taken place with AAF about the potential opportunities for retaining the marquee for an additional week to enable a second event to take place on the back of the AAF in 2014 and beyond. Discussions are taking place with a number of potential ideas being considered, such as a Garden Fair. Attached is a brief summary of the concept that would be directly managed by the AAF.
15. It is recognised that any event has to complement the Heath's activities and the nature of the surrounding community. The potential for a second event that requires only a week extension to the existing Licence could greatly assist in delivering additional revenue to support the Heath, vital at a time when budgets are constantly under pressure.

Strategic Implications

16. This proposal supports the City Together Strategy of being “vibrant and culturally rich”. It also helps to support the Open Spaces Business Plan improvement objective of “Marketing our services and adapting events and education programmes to deliver opportunities particularly for young people”.

Financial and Risk Implications

Financial

17. In 2012 the AAF Hampstead Heath Fair made a small profit of £15,000. The City received a £30,000 fee for use of the site and a further £25,000 towards operational costs of staff time, transport and materials.
18. For the 2013 AAF, the City is seeking a fee of £35,000 for the use of the site that will contribute to the management of the Heath. The operational fee for staff time, transport and materials is currently in negotiation.

Risk Implications

19. These are set out in some detail in the detailed post fair report. Ultimately it is a commercial decision for AAF to determine whether or not to hold an event on the Heath. Seeking a significantly increased fee could potentially result in AAF seeking an alternative London venue. The ability to earn additional income from the East Heath fairground site was a matter that was raised with many local groups and Societies at meetings held during 2011, about budget reductions. There was a consensus that this area of the Heath could accommodate additional events, if they were complementary to the Heath and local area. The provision of an art fair continues to be a popular event and hopefully in future years AAF can build upon the community partnerships to strengthen the relationship with this event.

Legal Implications

20. Under article 7(1)(bb) of the Ministry of Housing and Local Government Provisional Order Confirmation (Greater London Parks and Open Spaces) Act 1967 (“the Order”) the City may provide exhibitions and trade fairs on the Heath for the purpose of promoting the arts.
21. Under article 7 of the Order the City may erect structures and set apart or enclose a part of the Heath. Under article 8 of the Order the City may enter

into a Licence with any person to provide such an exhibition or trade fair subject to such terms and conditions as to payment or otherwise as it considers desirable, and to sell goods. Under article 10 of the Order the City may authorise the Licensee to make reasonable charges for admission.

22. AAF would be responsible for securing all necessary permissions to host the event.

Property Implications

23. The City Surveyor supports the proposal as an appropriate use of the City's assets. In order to protect and maintain Hampstead Heath, it is to be ensured that a Licence granted to the AAF will contain appropriate indemnity, repair, re-instatement and health and safety provisions.

Conclusion

24. Overall the feedback on the fair has been very positive and many views favour an annual fair on the Heath as it underlines the area's rich traditions with the arts and incorporates many community values, whilst creating a revenue stream for the City of London.

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