

Committee(s): Hampstead Heath Consultative Committee	Date: 15 January 2024
Subject: Review of the 2023 Events Programme & Provisional Events planned for the 2024 Programme	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	1, 2, 3, 4, 5, 11 & 12
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	
What is the source of Funding?	
Has this Funding Source been agreed with the Chamberlain's Department?	
Report of: Executive Director, Environment	For Discussion
Report author: Paul Maskell, Events Manager	

Summary

This report details this year's event programme and sets out the provisional 2024 events schedule (Appendix 1).

Recommendation

It is recommended that Members:

- Approve the large and major events proposed as part of the provisional 2024 Events Programme for Hampstead Heath, as set out at Appendix 1.

Main Report

Background

1. The Site-Specific Events Policies (Part 2), set out the framework for making decisions about events across the City of London's Open Spaces.
2. As is current practice, a proposed annual event programme of large and major events will be presented in advance for approval by the Hampstead Heath, Highgate Wood, and Queen's Park Committee in consultation with the Hampstead Heath Consultative Committee for events occurring on Hampstead Heath. Similarly, an annual report reviewing the events programme will be presented to Committee at the end of each year and will include recommendations for the following year.

3. Proposals for events on Hampstead Heath that are received after the annual event programme report to Committee will be assessed by the Officer Event Group and referred to the Assistant Director and/or Committee, as appropriate, in accordance with the thresholds described in Table 1. The Assistant Director may choose to refer any medium or smaller event proposal to the Hampstead Heath, Highgate Wood, and Queen's Park Committee for decision, for example where the proposal is unprecedented or unusual.
4. The Hampstead Heath Consultative Committee will automatically be consulted on any event proposal at Hampstead Heath that is referred to the Hampstead Heath, Highgate Wood, and Queen's Park Committee for decision. The Assistant Director may also choose to consult the Hampstead Heath Consultative Committee on medium and smaller events. Such consultation may be by email or post.
5. 2024 events that have been confirmed have been reviewed for conformance with the events policies.

The 2023 Events Programme

6. This report highlights the success and learning from the 2023 Hampstead Heath Events Programme and sets out the provisional Events Programme for 2024. The 2023 Events Programme consisted of 117 sports, well-being, and music cultural events, which engaged with more than 100,000 members of the public. The 2023 programme allowed Hampstead Heath to showcase its excellent facilities and highlight the charitable contributions of the City of London Corporation to a regional, national, and international audience. At the same time, the events provided excellent entertainment, education, health and well-being opportunities for Heath visitors, an opportunity to attract new visitors, and the chance to foster good partnership working with local councils and community organisations. The Hampstead Heath Events Policy has been approved by the Hampstead Heath, Highgate Wood, and Queen's Park Committee in consultation with the Hampstead Heath Consultative Committee.
7. Traditional Fairs: These took place over the Easter (11-day fair) and August Bank Holiday (5-day fair) weekends. The longer Easter fair was well attended and well managed. Unfortunately, the summer fair was noticeably less well attended with fewer attractions.
8. Kings Coronation (8 May 2023): An event was held in Golders Hill Park in conjunction with the London Borough of Barnet. This included a day-long music programme, stalls, children's workshops, and a light show finale.
9. Race for Life (18 June 2023): This organisation has been holding events on the Heath for over 30 years. The event had around two hundred participants taking part in the race and helping the organisation to raise over £20,000. The numbers were slightly down on last year. The funds raised go to help to fund

life-saving research into the causes, prevention, diagnosis, and treatment of all types of cancer.

10. Affordable Art Fair (AAF): The 11th edition of AAF was attended by over 16,300 visitors (up 3% year on year), and they saw £3.97 million worth of art sales going directly to galleries and their artists. The AAF team make the art fair a welcoming and accessible destination for art lovers with budgets of all sizes. Partnering and supporting the arts is equally important, and this year they gave £52,086 of in-kind and cash donations to charity / social enterprises, in particular Koestler Arts and Camden Black Creatives. We continue to explore the use of the AAF structure for a second event, as the main risk of AAF continues to be increasing tent infrastructure costs, in the region of £475,000 which impacts on the bottom line.
11. Night of the 10k Personal Bests (20 May 2023): We welcomed record athletic performances and record spectator and viewing figures via the BBC. Parliament Hill athletics track now proudly boasts a UK All-Comers Record time. Mizan Adane of Ethiopia ran 10,000 metres in 29 minutes and 59 seconds, which is the 11th fastest time in world history and the fastest time a woman has run this distance on a track in the UK. In the same race, Jess Warner-Judd was crowned British Champion and was selected to race for Team GB at the forthcoming World Championships. In the men's elite championship, our crowds witness two-time Olympic medallist Paul Chelimo of America run a meeting record of 27 minutes and 12 seconds. And in terms of TV viewing figures, the event was watched by a global audience, from the BBC to European Athletics and British Athletics platforms, with over 50,000 watching live from European Athletics channel alone. The 2023 event was also our most globally cosmopolitan event yet, with elite athletes travelling to Parliament Hill from as far away as New Zealand, Japan, Mexico, Chile, Kenya, USA, Saudi Arabia, Ethiopia, Finland, Norway, Italy, and Greece.
12. Run for your Life (10 June 2023): This timed run is one of our most popular and fun runs on Hampstead Heath, in partnership with the Armory, Jubilee Hall Trust. A total of 237 people aged between 1 and 72 years old took part across the three distances (2k, 5k and 10k). The event is in its 8th year and moved to June for 2023. Jubilee Hall Trust use this event to promote wellness and to show how fun events like this can be. Having a 2k option opens the event up to families and people new to running.
13. The Heath's Leisure & Event's Manager again worked in partnership with the Heath & Hampstead Society to deliver two events:

Kite Flying Festival (2 July)

This event at Parliament Hill was attended by over 1,000 people throughout the day. The kite display began with a huge banner declaring ' WE ♥ OUR HEATH' fluttering high over Parliament Hill starting the day with a fitting sentiment shared by the spectators. For the third consecutive year, the Heath & Hampstead Society was teamed up with the City of London Corporation to invite The Kite Society of Great Britain to give a display of their amazing kite flying

skills on the Heath. Spectators asked for this event (a legacy event from the first one in 2021 to mark the 150th anniversary of the Heath's official creation). As skilful as professional flyers are, they are still at the mercy of wind and weather, and this day there was a peculiar mixture of strong blustery bursts of wind, followed by a complete stillness and absence of even the slightest breeze, which made many planned kite-flying manoeuvres difficult. Nevertheless, there was plenty of fun in the children's arena, where lighter kites soared all the afternoon.

Natural Aspects Concert (3 September 2023)

The Heath & Hampstead Society ran the biggest event in its history, with around 1500 people attending at the Parliament Hill Bandstand. This free concert was a musical celebration of culture and musical styles from around the Heath, including Bengali band Bangla Shur, Jamaican Ska band The Estimators, Irish folk players The Spud Peelers, and jazz and soul sounds from John Etheridge and Vimala Rowe. In between acts, local DJ and journalist Dan Carrier played music. The Roundhouse Young Creatives provided circus skills fun, and the Heath Café laid on burgers and hot dogs. The event enjoyed sunny weather and members of the Heath & Hampstead Society worked with the Heath's team at the Corporation to ensure the area around the bandstand was cleared for the next day.

14. Community Fun Day (4 June 2023) Heath Hands held this annual event at Parliament Hill bandstand following the joint hosting of the visit of Little Amal in April, Seethrough Carnival and the Conker Championships in September. An estimated three thousand people attended these events.
15. Give it a Go (16 July): This event was held at Parliament Hill in partnership with the London Borough of Camden and partners from around the borough. This year we welcomed back the Mayhew dog show which provided an event with dog friendly retail outlets. Tasters were offered in the following sports: fencing, athletics, football, rugby, bowls, croquet, assault courses and lawn tennis with free tennis coaching. In addition, this year we were successful in attracting health and wellbeing practitioners giving free advice and health checks. The event attracted over 5,000 people and was attended by the Mayor of Camden, and there was positive media coverage in both local papers and lots of positive comments from attendees.
16. Hampstead Heath Duathlon (5 September 2023): The 23rd iteration of this event was run in partnership with the Hampstead Rugby Football Club and Jubilee Hall Trust. Participation numbers were capped at four hundred and event registration took place online, making it easier for people to take part. The event was successful, with participants ranging from local triathlon and running clubs to groups of friends in fancy dress.
17. Zippos Circus (19 – 29 October 2023): The circus hosted performances on the Heath again this year. Performances were better attended this year; however, numbers were still down on pre-covid performance attendance levels.

18. London Youth Games (18 November 2023): This event did not take place this year, as the organisers had concerns over the weather conditions and the cross-country course. They looked at their risk assessments and felt that there were potential risks to the young people running on the wet ground and decided to cancel. The afternoon event for adults – The London Cross Country Championships - went ahead with record numbers and was successful.
19. Hampstead Heath Christmas Fayre (25 November 2023 - 7 January 2024): East Heath played host to the third fayre. The event had a staggered start, beginning with a traditional Christmas tree market from 25 November with small-scale fairground rides, Christmas style chalets selling food and refreshments. Christmas tree sales commenced from 10.00am daily and the market and fair on the weekends leading up to Christmas. The fayre closed by 6.00pm. However, this year again the weather did not treat the contractor well, and numbers were down on last year.

Proposed 2024 Events Programme

20. The proposed 2024 Events Programme for Hampstead Heath is set out at Appendix 1. The highlights include:
21. The London International Cross-Country Championships (20 January 2024): This event will be the World Cross Country trial, for representation in the World Cross Country Championships in Croatia. This has necessitated the Southern Counties Cross Country, which was scheduled to be held on the Heath, moving to an alternative location for 2024. Next year, we anticipate the English national Cross-Country Championships retuning in March 2025
22. The AAF are keen to go ahead with a 2024 Hampstead Heath Affordable Art Fair, and to host a second event in 2025, following on from the Art Fair. They are still working on details and updates will be provided in due course.
23. Night of the 10,000 PB's (18 May 2024): Highgate Harriers have made an application to host this event on 18 May 2024. The event will include the British Championships and Team GB trials for the Olympic Games.
24. Hampstead Heath Film Festival (7-12 September 2024): It is proposed to bring this event back in September.
25. Zippos Circus (17 to 27 October 2024): This event will again in 2024.

Corporate & Strategic Implications

26. The Events Programme directly supports the Hampstead Heath Management Strategy 2018-2028 Strategic Outcomes A: The Heath is maintained as a flourishing green space and historic landscape, B: Improved quality of life for Heath visitors, C: The Heath is inclusive and welcoming to a diverse range of visitors and D: Greater number of and diversity of People taking care of the Heath.

27. The provision of the events programme also meets the three objectives and outcomes set out in the Open Spaces Business Plan 2020-21 (a) Open spaces and historic sites are thriving and accessible, (b) Spaces enrich people's lives and (c) Business practices are responsible and sustainable.
28. The events programme contributes towards the achievement of the three aims set out in the City of London Corporate Plan 2018-23. Contribute to a flourishing society (1-4), Support a thriving economy (5) and Shape outstanding environments (9-12).

Financial

29. The Events Policy details the framework for event cost recovery. The associated charges for holding events are set out in the annual Fees and Charges which are review and approved by Members on an annual basis.

Resource Implications

30. The Officer Event Group considers the impact on staff resources when reviewing event applications, prioritising keeping the sites open, safe, accessible, and secure.

Climate Implications

31. No Impact.

Legal Implications

32. Legal comments are contained within the body of the Report. the legal framework that governs the use of Hampstead Heath for events is set out in the Hampstead Heath events policy

Risk Implications

33. Risks are monitored and recorded through the Departmental Risk Register.

Equality Implications

34. No Impact.

Security Implications

35. Security implications are monitored and recorded through the Departmental Risk register.

Conclusion

36. The 2023 Events Programme and the proposed 2024 Events Programme Continues to host a wide range of events that promote sport, health, and well-being, whilst contributing to achieving the Outcomes of the Hampstead Heath Management Strategy 2018-2028.

Appendices

- Appendix 1: Proposed 2024 Events Programme for Hampstead Heath
- Appendix 2: Open Spaces Departmental Events Policy Part One
- Appendix 3: Open Spaces Departmental Events Policy Part Two: Hampstead Heath

Contact

Paul Maskell
Events Manager, North London Open Spaces

T: 020 7332 3772

E: paul.maskell@cityoflondon.gov.uk