

<b>Committee(s)</b>	<b>Dated:</b>
Streets & Walkways Sub Committee	30 January 2024
<b>Subject:</b> Special Events on the Highway	<b>Public</b>
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	<b>3, 10</b>
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>No</b>
<b>If so, how much?</b>	<b>N/A</b>
<b>What is the source of Funding?</b>	<b>N/A</b>
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	<b>N/A</b>
<b>Report of:</b> Interim Executive Director of the Environment	<b>For Decision</b>
<b>Report author:</b> Ian Hughes, Director City Operations, Environment Department	

### Summary

This report outlines the major special events planned for 2024 and provides Members with an opportunity to consider & comment on the appropriateness of those events, considering their nature, scale, impact, and benefits.

There continues to be a relative stable core of 12 regular sporting, ceremonial, or celebratory events likely to take place on the City's streets in 2024. These core events are highly professional and extremely well-run, generating a range of charitable, reputational & promotional benefits to the City and delivered with the minimum of fuss or complaint.

Around that core programme is a variety of one-off events that aim to support the City's cultural, visitor and transport agendas such as Destination City and the City's emerging Sports Strategy, as well as the aims & objectives of key City partner organisations and community groups.

Finally, this report also notes for Streets & Walkways Sub Committee the event-related 'benefits in kind' granted to charitable & other organisations in 2023.

### Recommendation(s)

Members are recommended to:

- Agree to support the regular core events programme listed in paragraph 6 and detailed in Appendix 1.

Members are also recommended to:

- note the Benefits in Kind listed in Appendix 4.

## **Main Report**

### **Background**

1. This report provides an update to Members on the programme of on-street special events currently planned to take place in 2024. Although some events are more commercial than others, most are organised with the intention of raising money for charitable causes or promoting specific City strategies and Mayoral initiatives. Each event aims to deliver some form of social, financial or community benefit, but the City's long-term approach has been to ensure that the impact on residents, businesses and traffic must not be disproportionate.
2. Planning for each major event takes place well in advance to minimise their impact on others and to co-ordinate them into the wider programme of works taking place on the City's streets. Officers from the Environment Department lead this process with the assistance of a variety of departments including Town Clerks, Remembrancers, and the City Police.
3. The Executive Director, Environment Department has delegated authority to write traffic orders to close roads for special events, so Member approval for each major event is not required. However, there are established guidelines for officers to follow in determining the suitability of events (including the process for appropriate political oversight), enabling the provision of advice for organisers, and setting out the procedure for consents & approvals.

### **Events from 2023**

4. Last year saw a new event called the London Landmarks Skyscraper Challenge involving a combination of activities in the City Cluster and organised by same team behind the London Landmarks Half Marathon. It began with a run up the 42 floors of the Leadenhall Building at 122 Leadenhall Street, followed by either an abseil down that building or a zipwire from the roof across to 30 St Mary Axe (The Gherkin).
5. The event had a highways involvement because St Mary Axe was closed for safety reasons, and although the event was not without its challenges, it was still a success, raising over £655k for charitable causes. The organisers are reviewing whether to repeat this event in 2024.

### **Events Calendar 2024**

6. The City's on-street event programme has developed a consistent rhythm, with a core programme of 12 substantial, well-run, and popular events becoming established over time. Full details behind each of these events can be found in Appendix 1, but they can be separated into three distinct categories:

#### Sporting

- London Winter Run – Sunday 25 February

- London Landmarks Half Marathon – Sunday 7 April
- London Mini Marathon & Marathon – Saturday 20 & Sunday 21 April
- Ride London Cycling – Sunday 26 May
- Great City Race – Tuesday 23 July
- London Triathlon – Sunday 28 July
- Bloomberg Square Mile Run – (Thursday September TBC)
- Vitality 10k Race – Saturday 22 September
- Royal Parks Half Marathon – Sunday 13 October

### Ceremonial

- Cart Marking – Saturday 20 July
- Lord Mayor's Show – Saturday 9 November

### Celebratory

- New Year's Eve – 31 December

7. This core group of events is organised by experienced and professional event management companies with well-established routes, detailed communication plans and effective working relationships built up over time with the three key highway authorities for Central London, namely the City of London, Transport for London, and Westminster City Council.
8. The success of events such as the London Marathon, the Great City Race and the London Landmarks Half-Marathon mean that the City remains an attractive location for mass participation charitable 'fun run' type events. These events generally remain popular with the public & participants, they are safely managed, and they provide the City with a range of secondary benefits, including publicity & footfall, visibility on the international stage, connections to the charitable sector and (in some cases) help promote the City's own events and programmes.
9. Event organisers are aware that they do not have a permanent agreement to hold their events on City streets, but as can be seen in Appendix 3 (which sets out the established events assessment matrix), these events are typically considered 'Green' in terms of delivering a positive balance between the benefits they bring against the impact they cause.
10. As Members & officers have noted before, with 12 such events now on the City's calendar, there is always the potential for diminishing returns from adding similar events and there can be 'event fatigue' from residential groups given the same streets are often used for more than one event. In addition, there are limited officer resources to help deliver these events and sufficient room must be maintained in the calendar to ensure business as usual activities such as utility street works, resurfacing and crane operations can still be accommodated that can't otherwise take place during the week.

## **One-Off Events in 2024**

11. Away from the core event programme outlined above, there is usually a degree of year-on-year fluctuation in terms of the number and extent of additional one-off special events. Due to their one-off nature, these events typically require a much greater degree of effort to facilitate & enable without the benefit of previous experience or necessarily a well-structured learning curve.
12. In previous years, these sorts of events have included:
  - International sporting events such as the Tour de France (2014) and the International Association of Athletics Federations marathon (2017)
  - City-led events such as the Smithfield 150 celebrations (2018), Lunchtime streets initiatives and various cultural activities & promotions
  - Events coordinated with key partners such as the Afghanistan Commemoration at St Paul's Cathedral (2015), the Commonwealth Heads of Government Visit (2018) and Car Free Day (2019)
  - State events such as those related to Her Majesty the Queen's Platinum Jubilee and the Proclamation of His Majesty the King (2022)
13. However, subject to the completion of the Martin Review of Destination City (see below), we are yet to receive any applications for one-off events in 2024 that would require roads to be closed.

## **Destination City**

14. In 2023 Destination City delivered Bartholomew Fair and Duckie Summer Fete on the City highway and in the public realm. The events were delivered in collaboration with relevant teams in City Operations and across the Corporation. The objectives of the events were to pilot proof of concepts to deliver innovative and inclusive 'distinctly City' experiences that drive footfall that encourages spend, contribute to the vibrancy of the City, and improve the leisure offer.
15. Having delivered a year of the Destination City programme, in September 2023, the Town Clerk commissioned a one year on independent review to reflect on the programme to date and make recommendations on how the mandate can be renewed and reinvigorated. Identifying goals to include under the Destination City umbrella, and departments that could contribute to the Corporation's ambitions.
16. The independent review, led by Paul Martin will gather and evaluate views of Members, senior officers and external stakeholders of the existing programme. This feedback will help to shape emerging findings from November to December 2023 and inform a set of recommendations. A progress update will be provided to P&R and CHL Committee in February 2024. The Martin Review will make recommendations to Members on how the next phase of Destination City can best support the Square Mile in being a world leading destination for workers, residents, visitors, businesses and investors.
17. The Martin Review will shape future planning and delivery for the Destination City team. Any future activity on the highway or in the public realm will be planned and carried out in close collaboration with the relevant internal departments. To

ensure that the need for any road closures and special event applications are completed within the necessary timeframe.

## **Sports Strategy**

18. A new sport strategy for the Square Mile was approved by the Policy and Resources Committee in June last year. The vision is for the City of London to become a global city of sport by investing in sport facilities, activating our public spaces, celebrating the impact of sport, attracting high quality sport events and promoting community sport.
19. The first phase of the strategy will see an options appraisal being undertaken on sport facility investment opportunities across the City of London. Efforts will also be made to find suitable locations for a network of outdoor gym facilities which will form an urban sports trail as part of our Destination City offer.
20. More recently, the Policy and Resources Committee gave approval to the City Corporation's strategic engagement approach for the Paris 2024 Olympic and Paralympic Games. As part of this, it is envisaged that a fan zone will be created in a suitable space in the Square Mile that will allow residents, workers and visitors to congregate together to watch some of the action on a big screen. Further details on this will be provided in due course.

## **Financial Implications: Benefits in Kind**

21. The City Corporation has typically sought to facilitate certain charitable activities by waiving particular administrative fees & charges as a benefit in kind. The Director has delegated authority to do this on a case-by-case basis in accordance with the Member-approved guidance that sets out the likely circumstances where this can be done.
22. In particular, the need to ensure appropriate cost recovery to offset wider budget constraints has ensured a significant degree of challenge is applied to requests to waive fees, whilst officers are also aware they must seek to ensure parity and even-handedness in providing benefits in kind to similar types of events.
23. For some time, the Environment Department has summarised this information for the Finance Grants & Oversight Committee, but to improve transparency of the decision making behind this process, that Committee now recommends that all current benefits in kind with no identifiable end date should be reviewed by the relevant department or Committee, and a recommendation made as to the on-going provision of each benefit.
24. Therefore, for the purposes of transparency, Members of Streets & Walkways Sub Committee (as the spending Committee for special event management) are asked to note the Benefits in Kind provided under this protocol and set out in Appendix 4.

## **Security Implications**

25. The use of the City's Anti-Terrorism Traffic Regulation Order (ATTRO) in relation to special events will be covered in more detail by a separate report to Streets & Walkways Committee. Nevertheless, it can be noted here that the ATTRO was used in conjunction with the events related to the London Marathon and New Year's Eve celebrations.

## **Corporate & Strategic Risk Implications**

26. The events outlined in this report aligns with a number of corporate strategies including:

- Provide inclusive access to facilities for physical activity and recreation.
- Cultivate excellence in sport and creative & performing arts.
- Preserve and promote the City as the world-leading global centre for culture.
- Protect, curate and promote world-class heritage assets, cultural experiences and events.

27. In addition, enabling events to take place on the City's streets (when safe to do so) will drive visitors to, and animate, the City in a safe and managed way as part of long-term recovery plans.

## **Legal, Resource, Climate & Equalities Implications**

28. None

## **Conclusion**

29. This report summarises the major events planned for 2024, including a series of on-street cultural and transport-strategy related activities to supplement the core established major events. The vast majority of events continue to be delivered successfully and safely, whilst City officers work with organisers to ensure the disruption they cause is minimised wherever possible.

## **Appendices**

- Appendix 1 – Core Event Programme for 2024
- Appendix 2 – Core Event Timeline for 2024
- Appendix 3 – Summary Event Assessment for 2024
- Appendix 4 – Benefits in Kind for 2023

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## APPENDIX 1 – Core Event Programme for 2024

EVENT	DAY & DATE	TIMES	ORGANISER	APPROVAL AUTHORITY	BENEFIT OF EVENT	NO.	EVENT HISTORY	CITY OF LONDON ROUTE
London Winter Run	Sunday 25 February	7.30 am – 4 pm	Human Race Ltd	City of London	Community event raising money for charity	18,000	8 <sup>th</sup> year	City Streets, and Westminster (WCC)
London Landmarks Half Marathon	Sunday 7 April	6.30 am – 4 pm	Tommy's (with The Great Run Company)	City of London & City of Westminster	Community & Charitable Event	16,000	6 <sup>th</sup> year	Iconic sites within the City
London Mini Marathon	Saturday 20 April	7.30am – 11.30am	London Marathon Limited	Transport for London	Significant charity fund raising for schools	10,000	3 <sup>rd</sup> year	Embankment & Upper Thames St
London Marathon	Sunday 21 April	7am- 8.30pm	London Marathon Limited	Transport for London	Significant charity fund raising, plus surplus used to support specific sporting projects.	50,000	Established event of more than 20 years	Embankment & Upper / Lower Thames St
Ride London	Sunday 26 May	4.30am- 7.30pm	TfL (with London & Essex & London Marathon Trust Ltd)	Transport for London, City of London & other highway authorities	Mass participation event to promote cycling, inc Mayoral initiatives.	75,000	10 <sup>th</sup> year	Central CoL & Holborn, Holborn Viaduct

Cart Marking	Saturday 20 July	7am – 2pm	Worshipful Company of Carmen	City of London	Historical City event to mark trade vehicles	200	Annual event	London Wall, Gresham St, Guildhall area
Standard Chartered Great City Race	Tuesday evening  23 July	6.30pm- 10.30pm	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.
London Triathlon	Sunday  28 July	5am – 1pm	Limelight Sports	TfL, Westminster City Council	Sporting Event	15,000	Annual event	Lower route (Victoria Embankment)
Bloomberg Square Mile	Thursday evening  TBC September	7 pm – 9pm	Square Mile Sport	City of London	Fun Run raising money for charity	1,500,	More than 10 years	Gresham Street
Royal Parks Half Marathon	Sunday 13 October	7.30am- 8.30pm	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	Saturday 9 November	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	Saturday 31 December	From b/w 2pm- 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
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## APPENDIX 2 – Core Event Timeline for 2024

2024 Timeline: Core events			Cumulative Disruption											
Date	Event	Disruption	Month	Week	1	2	3	4	5	6	7	8	9	10
25/02/2024	Winter Run	-2	Dec / Jan	52	New Year's Eve									
07/04/2024	London Landmarks Half M.	-3	Jan	1										
21/04/2024	London Marathon	-3		2										
26/05/2024	RideLondon	-3		3										
20/07/2024	Carl Marking	-1		4										
23/07/2024	Great City Race	-5	Feb	5										
28/07/2024	London Triathlon	-2		6										
Sept 2024 (TBC)	Bloomberg Sq Mile	-1		7										
22/09/2024	Vitality 10k Race	-2		8	Winter Run									
13/10/2024	Royal Parks Marathon	-2	Mar	9										
09/11/2024	Lord Mayor's Show	-4		10										
31/12/2024	New Years Eve	-8		11										
				12										
				13										
			Apr	14	London Landmarks									
				15										
				16	London Marathon									
				17										
			May	18										
				19										
				20										
				21	RideLondon									
			June	22										
				23										
				24										
				25										
			July	26										
				27										
				28										
				29	Carl, Great City Race									
				30	Triathlon									
			Aug	31										
				32										
				33										
				34										
			Aug / Sept	35										
			Sept	36	Sq Mile									
				37										
				38	Vitality 10k									
				39										
			Oct	40										
				41	Royal Parks									
				42										
				43										
			Nov	44										
				45	Lord Mayor's Show									
				46										
				47										
			Nov / Dec	48										
			Dec	49										
				50										
				51										
				52	New Year's Eve									

	Embankment / Thames St only (w/e)
	City (Weekend / Bank Holiday)
	City (Mon-Fri, evening)
	City (Mon-Fri, daytime)

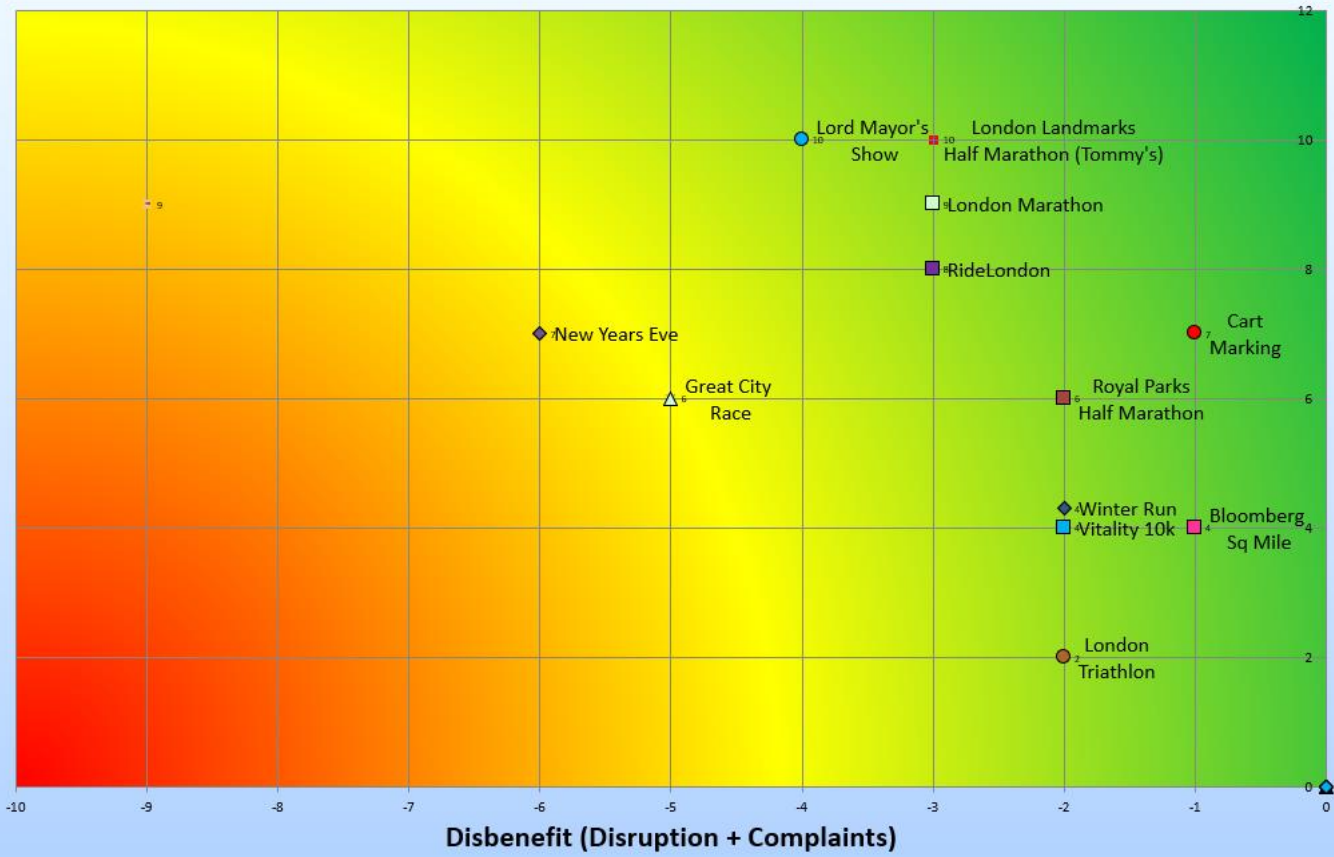
### APPENDIX 3 – Summary Event Assessment for 2024

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 2024 is represented on are currently as follows:

### CORE EVENT ASSESSMENT (2023)



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

## APPENDIX 4 – Benefits in Kind 2023

Date	Event Name	Application Fee	Temporary Traffic Order	Hoarding Licence	Parking Suspension	Dispensation	Total
<b>February</b>							
05.02.2023	London Winter Run				510		510
<b>April</b>							
03.04.2023	London Landmarks Half Marathon				2,430		2,430
20.04.23 – 14.07.2023	Padel Court Festival				5,040		5,040
<b>May</b>							
24.05.2023	Sheriff's Ride	100					100
28.05.2023	Ride London 2022				2,820		2,820
<b>June</b>							
13.06.2023	London Legal Walk	100					100
<b>July</b>							
22.07.2023	Cart Marking				1,080		1,080
<b>September</b>							
03.09.2023	Merchant Navy Memorial Day	100			1,700		1,800
13.09.2023	Bloomberg Square Mile Relay				1,500		1,500
22.09.2023	Christ Hospital School – St Matthew's Day Parade				320		320
24.09.2023	Vitality 10K				1,140		1,140
25.09.2023	Sheep Drive				200		200
<b>November</b>							
11.11.2023	Lord Mayor's Show	450	1,700	400	71,580	1,440	75,570
12.11.2023	Remembrance Sunday	450	1,700		200		2,350
13.11.2023	Lord Mayor's Banquet	120			4,140		4,260
18.11.2023 – 07.01.2024	BID (Fleet St Quarter) – Snowman Trail	120					120
<b>December</b>							
07.12.2023	Kevin Sinfiled 7 in 7	120					120
<b>TOTALS</b>		<b>1,560</b>	<b>3,400</b>	<b>400</b>	<b>92,660</b>	<b>1,440</b>	<b>99,460</b>