

Committee(s):	Date(s):
Hampstead Heath, Highgate Wood and Queen's Park Committee - For Information	15 September 2014
Hampstead Heath Consultative Committee - For Information	3 November 2014
Subject:	Public
Hampstead Heath Events Programme, January – September 2014	
Report of:	For Information
Superintendent of Hampstead Heath	
Summary	
<p>The following report details the success of the Hampstead Heath Events Programme from January to September 2014.</p> <p>The events programme (January to September 2014) consisted of 93 sports, wellbeing and cultural events which engaged with over 80,000 members of the public. The programme allowed Hampstead Heath to showcase its facilities and highlight the charitable contributions of the City of London Corporation to a regional, national and international audience. These events allowed us to reach new audiences and to increase our partnership working with local councils and community organisations.</p>	
Recommendation	
Members are asked to:	
<ul style="list-style-type: none"> Note the success of the Hampstead Heath events programme in engaging audiences on the Heath through sports, wellbeing and culture. 	

Main Report

Background

- Hampstead Heath has a long-standing reputation for providing large scale and bespoke events as well as traditional games and music.

Current Position

- The 2014 Hampstead Heath Events Programme consists of over 110 sports, wellbeing and cultural events, 93 of which have already taken place, and will culminate with the Christmas Day swim at the Men's Pond.
- Of the 93 events that have taken place, 53 related to Culture, 29 related to sports and 11 focussed on wellbeing.

4. As of September 2014, the Hampstead Heath events programme has engaged with over 80,000 members of the public. June and July have been the busiest months for event participation with over 30,000 members of the public engaged in June and just over 23,000 engaged in July.

Review

5. Highlights of the events programme so far have included a record number of participants at three major sports competitions: the Southern Counties Cross Country Championship, the Night of the 10,000m Personal Bests and the 16th Heath Duathlon.
6. The Southern Counties Cross Country Championship, the first major event of 2014, was a great success with over 2,500 participants and many spectators. It was particularly encouraging that entry numbers were up for the younger age groups and the final race, the Men's seniors attracted over 1,000 competitors on the tough 9 mile course, a distance unique to championship racing. Next year sees the English National Cross Country Championships return to the Heath for the 15th time since the Women's Championship was first held at Parliament Hill in 1950 and the Men's in 1957.
7. The Highgate Harriers Night of the 10,000m Personal Bests (figure 1) has quickly established itself as an innovative, exciting and much talked-about Athletics Event. UK Athletics have identified this event as the missing link in the national racing calendar. This year the event incorporated the British Nationals Championships, with multiple Olympians racing each other to obtain the qualification time for the 2014 European Athletic Championships held in Zurich. The men's winner, Andy Vernon, and the ladies winner, Jo Pavey, went on to achieve Silver and Gold medals respectively in Zurich. The event also included a Camden Council community children's relay. There is great scope to involve other London Boroughs in 2015 and encourage further community development.



Figure 1: Night of the 10,000m Personal Bests

8. The popularity of the Heath Duathlon continues to grow. It offers something unique to the London sporting calendar, combining running and swimming in all four of Hampstead Heath's swimming facilities and attracting international-class athletes.

9. The Affordable Art Fair (AAF) welcomed 16,000 visitors over 4.5 days, and £2.7 million of artwork was purchased. The AAF worked with local partners such as Hampstead School of Art and the charity beneficiary for 2014 was the Terence Higgins Trust, who received in the region of £15,000.



Figure 3: Affordable Art Fair exhibitions

10. The inaugural GROW London event has been hailed within the industry as 'breaking the mould' and 'refreshing'. The fair welcomed 8,000 visitors and the charity beneficiary, The Garden Museum, was very successful in raising its profile to a new audience and in raising funds.
11. This year's music programme for Golders Hill Park and Parliament Hill bandstands on Sunday afternoons and weekday evenings has featured an eclectic group of musicians and diverse multi-national music with 42 bands booked to play throughout the summer.
12. Over 170 people participated in the Wimbledon Festival Week which offered free tennis lessons to adults, young people and children. It finished on the Saturday after Wimbledon with a mixed doubles competition and additional free coaching.
13. The City of London Festival was welcomed onto the Heath for the seventh time, with the theme of 'Alternative Commonwealth Games'. This inclusive and fun family day attracted over 3,000 people. Audiences were entertained by the Melodians Steel Orchestra, and children and adults had the opportunity to join in with Welly-wanging, Shinty, Juskei (horse shoe pitching) and Jamaican Dodge Ball.
14. This year's Give it a Go! Festival was run in partnership with COO-L (Choice and Opportunity Online, a Camden Council initiative), the Metropolitan Police Service, the RSPB, and other local partners. While still very supportive of the event, unfortunately Camden Council could only provide limited support this year, owing to a clash with the opening of their new sports centre in Kings Cross. Give it a Go! was attended by around 8,000 people who tried their hand at sessions of rock climbing, tennis, orienteering, athletics, rugby, BMX biking, Zumba, and much more. The world's first T3 Triples table tennis table (figure 2), an initiative designed to engage with younger audiences, was launched by the Mayor of Camden and the Chairman of the Hampstead Heath, Highgate

Wood and Queen's Park Committee. Music and children's activities added to this overwhelmingly popular family even.



Figure 2: T3 Triples table tennis table

15. The Parliament Hill Lido jointly hosted the City Dip with the Golden Lane pool for the third time in 2014. The event, on two consecutive days in July, and the number of participants was significantly higher than 2013, with over 200 swimmers taking the plunge and raising well over £2,000 for the Lord Mayor's appeal.
16. In addition to the sports, wellbeing and cultural events detailed in this report, there are many other organised activities which make up the full Hampstead Heath activities programme advertised in the Hampstead Heath Diary; these include guided walks, wildlife clubs, fairs, workshops, children's activities, dog days and zoo events.

Corporate & Strategic Implications

17. The 2014 events programme directly supports the Open Spaces Business Plan Strategy Aim 4: *'Promote opportunities to value and enjoy the outdoors for recreation, learning and healthy living'* and also contributes to the Improvement Objective 4: *'Market our services and provide events and opportunities to learn for all within our communities'*.

Conclusion

18. The Hampstead Heath 2014 summer events programme has been an overwhelming success. New audiences have been reached and key partnerships with local councils and organisations have been strengthened, as well as the continuing promotion of the charitable work of the City of London Corporation to a national and international audience.

Paul Maskell

Leisure and Events Manager
Open Spaces

T: 07967 625 999

E: paul.maskell@cityoflondon.gov.uk