

Committee(s):	Date(s):	
Streets & Walkways Sub Committee	30 November 2015	
Subject: Special Events on the Public Highway		Public
Report of: Director of the Built Environment		For Information
<p style="text-align: center;"><u>Summary</u></p> <p>This report updates Members on the management of major special events on the highway in 2015. The role of City officers is to work with event organisers and help them to deliver safe, successful and beneficial events that take place with the minimum of disruption to traffic and the City community.</p> <p>By using the innovative Event Assessment Matrix, the relative benefits and disbenefits of each event can be easily understood, and where this performance changes, the Matrix also allows that change to be recognised and addressed.</p> <p>Of the eight events covered by this report, five were delivered in line with expectations, one significantly exceeding those expectations, but two were deemed to require improvement for next time.</p> <p>In addition, the need to find alternative routes for events away from Upper & Lower Thames Street and the Cycle Super Highway construction proved to be a challenge. However, officers and event organisers succeeded in finding alternatives that improved the experience for the participants, and reduced the impact of the events on others.</p> <p>Recommendations:</p> <p>Members are recommended to receive this report.</p>		

Main Report

Background

1. Following my report last June that reviewed the guidelines for major special events, Members of this Committee now receive update reports for information on how events have been delivered so far, on applications for brand new major events, and for the timetable covering the year ahead.
2. Many of the events held on City streets are aimed at promoting or raising money for charitable organisations, whilst others seek to promote specific Mayoral initiatives (such as cycling), align with the City's Visitor Strategy to drive economic benefit to City businesses, or fit the City's Community Strategy or Health and Wellbeing agendas. Even commercial events typically raise

money for charity, either directly through charitable partnerships or as a vehicle for participants to raise sponsorship.

3. Whilst these social and community benefits are understood and acknowledged, it is also important to ensure the impact of each event on residents, businesses and traffic is contained to an acceptable level, and that demand for the overall number of events is managed in a consistent and transparent manner.
4. As a result, it is essential that the planning and assessment of each major event takes place well in advance, as the implications of closing a street can have a significant impact on day-to-day life in the City. Officers within the Department of the Built Environment lead this process with a structured, documented application and approval process at a number of levels, involving (from top down):
 - The London Event Senior Steering Group (LESSG), consisting of the GLA, TfL, Central London authorities and emergency services to review the strategic application of event management across London.
 - The Significant External Events Group (SEEG) where the Town Clerk's Department, DBE, the City Police and Visitor Development initially assess event applications to the City.
 - The Safety Advisory Group (SAG) where events are considered by all the relevant City departments, the emergency services and TfL.
 - Licensing and Operational Safety Planning Groups (LOSPGs) which consider and agree the fine detail of the largest events.
 - Event Liaison Teams (ELTs) which co-ordinate the resources and decision-making of all parties involved on the day of a major event.
5. In terms of the wider picture, today's regulatory environment now requires a much greater level of detail in event planning, and every major event has to be considered in terms of their detailed risk assessments, stewarding, traffic management and barrier plans, communications strategies, community engagement, detailed timing plans and emergency response protocols.
6. This greater level of detail has brought with it a significant additional workload on the City's only dedicated events officer, and as previously reported to Members, this was amplified by a number of major events relocating from TfL's roads to the City Corporation's streets as a result of the construction of the Cycle Super Highway.
7. Taken together, this additional burden has been resourced by TfL funding a second special events officer during the Super Highway build, but most of these events are expected to stay on the City's streets once the Super Highway opens. That means this extra officer may be needed in the long term. However, with the introduction of event application fees this year, and an increase in income from events and filming likely next year, it will shortly be

reviewed whether such additional income will be sufficient to fund this second officer on a permanent basis.

Event Reviews

8. The following paragraphs provide brief reviews of the seven regular events that took place during the busiest period of this year (April to August), plus information on the only brand new event this year, namely the Winter Run in February.
9. Officers continue to use an innovative Event Assessment Matrix to illustrate the relative benefits and dis-benefits of each individual event. This provides an effective framework to assess, monitor and review events, using the following criteria to evaluate each one.

Assessment Criteria

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)

10. The events covered in this report (in date order) are therefore:

- Winter Run: 1 February
- London Marathon: 26 April
- BUPA 10k: 25 May
- Smithfield Nocturne: 6 June
- City Run Fast: 14 June
- City of London Festival Children's Parade: 10 July
- Great City Race: 9 July

- RideLondon: 1 & 2 August
11. Of the eight events noted above, five were delivered in line with officers' expectations, one event significantly improved but two encountered problems. (These changes are highlighted in the Event Assessment Matrix in Appendix 1.) However, in both those latter cases, actions have already been taken by the organisers to resolve the key issues for 2016.

Improved Event Delivery

Smithfield Nocturne (Face Partnership): 6 June

12. This night-time cycling event uses a circuit course around Smithfield Market and features a mix of elite and amateur races. The number of participants and spectators had noticeably increased in the last few years, mainly due to the growth in popularity of these types of events. However, in 2014 this increase in attendance, together with the tight course and the limited room for spectators, led to a number of safety and accessibility concerns in relation to crowd management and the suitability of the route. Smithfield Market and the City's Environmental Health team also had concerns in relation to the event's impact on Market operations and the noise impact on local residents.
13. Members may recall these concerns were reported to this Committee earlier in the year because despite having raised them with the organisers, officers were not sufficiently convinced by their response, and support for the event was about to be withdrawn. However, the visibility of the reporting process to Members helped bring matters to a head, and an agreement was eventually brokered by officers of DBE with the event organisers, Smithfield Market, the Market Traders, the City Police and Environmental Health for the race to return to the Market for at least one more year.
14. The agreement required the organisers to change their whole approach to managing the event, including revisions to the route, timings, stewarding and Health & Safety management. Feedback received after this year's event suggested that these changes had an extremely positive effect on the delivery of the event, with Face Partnership regaining their credibility and putting their long-term position on a firmer footing.

Smithfield Nocturne	Criteria	2014 Event		2015 Event	
		Rating	Score	Rating	Score
Benefit	Policy Aims & Objectives	CoL Partner	+3	CoL Partner	+3
	Charity / Community	Fully Commercial	0	Fully Commercial	0
Total Benefit			+3		+3
Disbenefit	Disruption & Impact	Limited w/end road closures	-2	Limited w/end road closures	-2
	Complaints	Serious, numerous & political	-5	None	0
Tot. Disbenefit			-7		-2

15. Partly as a result of that success, Face Partnership now want to broaden the Nocturne into an internationally based City-centre series, with events taking place across Europe. The City of London has the opportunity to be seen at the heart of that series, but it would require a new route to include iconic City locations and be able to accommodate the additional numbers of participants and spectators that this would attract. Face Partnership are currently working with City officers to consider what might be possible, and should this be workable, further details will be brought to Members in due course.

Delivered to Expectations

London Winter Run (Human Race): 1 February

16. The 10km London Winter Run took place for the first time this year, with February deliberately chosen to provide participants with an opportunity to run outside the usual clustered summer months. It proved to be very popular despite the time of year, with around 15,000 participants taking part, including many from local schools, sports clubs and the disabled.
17. The event route took in Queen Victoria Street, Puddle Dock and St Paul's Churchyard, and proved to be well managed by the organisers, who were committed to working with the local community to minimise the impact of the road closures. As a result, the event fell well within the 'green' zone of the Events Assessment Matrix in Appendix 2.

London Winter Run	Criteria	2015 Event	
		Rating	Score
Benefit	Policy Aims & Objectives	Community Strategy	+2
	Charity / Community	Small charitable contribution	+2
Total Benefit			+4
Disbenefit	Disruption & Impact	Limited w/end road closures	-2
	Complaints	None	0
Tot. Disbenefit			-2

18. Officers are discussing with the organisers whether a revised route for 2016 may help improve matters still further, potentially mirroring the BUPA 10K route.

London Marathon (London Marathon Ltd): 26 April

19. This year's London Marathon used the same familiar route, following Tower Hill, Byward Street, Lower Thames Street, Upper Thames Street, Blackfriars Underpass and Victoria Embankment. This popular event continues to be one of the highest profile events on the City's calendar, attracting national and international participation, as well as world-wide media coverage. Once again, in the City, no major issues were reported.

London Marathon	Criteria	2015 Event	
		Rating	Score
Benefit	Policy Aims & Objectives	International significance	+4
	Charity / Community	Large charitable contribution	+5
Total Benefit			+9
Disbenefit	Disruption & Impact	Limited w/end road closures	-2
	Complaints	Some minor	-1
Tot. Disbenefit			-3

20. However changes to the route may be needed next year to take into account TfL's construction of the Cycle Super Highway along these same streets. TfL have reiterated their intention to finish their works by the date of the Marathon (24 April 2016), but a contingency plan may still be needed if this has not been confirmed by the end of the year.

BUPA 10K (London Marathon Ltd): 25 May

21. The BUPA 10K attracted around 10,000 participants to the seventh running of this annual event, held this year on the May Bank Holiday.
22. There were two key changes to the route in 2015, both resulting from the Cycle Super Highway construction. The new route used Holborn Viaduct instead of Victoria Embankment to reach the City from Westminster, plus it only went as far east as Bank rather than Leadenhall Market, leaving Bishopsgate open throughout.

BUPA 10k	Criteria	2015 Event	
		Rating	Score
Benefit	Policy Aims & Objectives	Community Strategy	+2
	Charity / Community	Charitable contribution	+4
Total Benefit			+6
Disbenefit	Disruption & Impact	Limited w/end road closures	-2
	Complaints	Small number	-1
Tot. Disbenefit			-3

23. The route was highly successful, it led to a noticeable reduction in traffic impact, and proved to be popular with both organisers and participants. It is therefore proposed to use the same route in 2016.

Children's Parade (City of London Festival): 10 July

24. The Children's Parade is an annual event that follows a route from Guildhall Yard to Paternoster Square via Cheapside, Newgate Street and Warwick Lane. It attracts nearly 1,000 participants and is generally popular with all parts of the City community.
25. Members have previously raised concerns about the disruption this event can cause because it requires a weekday short term road closure to facilitate the procession, but following detailed liaison with City officers, the organisers this year kept the closure duration to a minimum, and actively engaged with businesses and residents to lessen the impact.

Children's Parade	Criteria	2015 Event	
		Rating	Score
Benefit	Policy Aims & Objectives	CoL Partner	+3
	Charity / Community	Significant CoL community	+3
Total Benefit			+6
Disbenefit	Disruption & Impact	Daytime major road closure	-5
	Complaints	None	0
Tot. Disbenefit			-5

26. There were no formal complaints received this year, and the event continues to attract positive feedback from both the event organisers themselves as well as from participants and spectators.

RideLondon (Transport for London): 1 & 2 August

27. RideLondon is the flagship event for the Mayor of London's cycling programme, and took place this year over the first weekend in August. Saturday comprised an eight mile loop on closed roads between the City and Westminster, taking in St Paul's Cathedral, Guildhall and Mansion House. It's open to all cyclists, with numbers this year estimated to be around 70,000, many of whom were in family groups.
28. In previous years the route had used Victoria Embankment, but because of the Cycle Super Highway construction, the Holborn Viaduct corridor was used again as an alternative. This change in route proved highly popular, with positive feedback from TfL and many of the participants. Comments suggested it was more family friendly, with riders travelling at a slower, more pleasant pace, and it provided a better showcase for the City's sights and visitor attractions. As a result, the revised route is expected to be repeated next year.
29. Sunday saw the semi-professional and club rider race, and again a new route was used that moved away from the Embankment, following Eastcheap, Cannon Street and New Change to Holborn Viaduct, Fetter Lane and Fleet Street to Westminster. The new route presented a number of challenges for the semi-professional cyclists as the twists and turns of the new route were not conducive to their racing speed, so the race may revert back to the lower route next year. However, the earlier start time and revised race organisation allowed streets to be reopened by 10am which limited the impact to traffic, and this may be repeated.

RideLondon	Criteria	2015 Event	
		Rating	Score
Benefit	Policy Aims & Objectives	London significance	+4
	Charity / Community	Charitable contribution	+4
Total Benefit			+8
Disbenefit	Disruption & Impact	Extensive w/end road closures	-3
	Complaints	None	0
Tot. Disbenefit			-3

Improvement Required

City Run Fast (Run Fast Ltd): 14 June

30. This was the second running of the City Run Fast, which attracts some of the world's elite athletes competing in an international race supported by the England Athletics Association. In addition, it has an open fun run element that draws participants from schools and clubs across the country, as well as charity fund raisers, businesses and families.
31. It has proved a popular event so far, with 2,000 runners this year starting at St Paul's Cathedral and finishing in Cheapside. The event footprint incorporates streets around Bank, Gresham Street, King Street and Ludgate Hill.
32. As a result of lessons learned in 2014, the organisers strengthened their stewarding, traffic management and communications in order to minimise disruption to the local community. From this, only a small number of issues were encountered, but one of those came from St Paul's Cathedral and the Bishop of London, who had cause to complain because their access was restricted, critically on a Sunday. This has been acknowledged by Run Fast, who are now planning to move next year's start away from St Paul's, thereby removing the direct impact on these important stakeholders.
33. This year's problems are reflected in Appendix 1, where the event was assessed as 'amber' this year instead of 'green', but the proposed changes should address these issues. Confirmation of those changes for 2016 will be covered in the next Special Events update report early next year.

City Run Fast	Criteria	2014's Event		2015's Event	
		Rating	Score	Rating	Score
Benefit	Policy Aims & Objectives	CoL Community Strategy	+2	CoL Community Strategy	+2
	Charity / Community	Small charitable contribution	+2	Small charitable contribution	+2
Total Benefit			+4		+4
Disbenefit	Disruption & Impact	Extensive w/e road closures	-3	Extensive w/e road closures	-3
	Complaints	None	0	Some political	-2
Tot. Disbenefit			-3		-5

Great City Race (London Marathon Ltd): 9 July

34. The Great City Race covers a 5km course starting and finishing at the Honourable Artillery Company grounds in Islington. It continues to be extremely popular in terms of participation, with 5,000 runners taking part this year from 385 companies, covering the banking, accountancy, insurance, law and media industries.
35. The event is unique in the City event calendar in that it takes place early in the evening, after the rush hour, but still at a time designed to encourage the participation of City workers. It connects the City business community with many charitable causes, it fits the City's Health & Wellbeing agenda, and it raises significant amounts of money (this year over £200,000) to help support charities, sport and recreational projects in the City and Islington. For these reasons, the City and Islington communities have consistently supported it for the last 11 years, despite the challenges of holding a weekday evening event.
36. Due to its early evening timing, the event typically has a robust communications plan in place, this year involving 120 advance warning signs, information in the City's car parks, and over 30,000 leaflets and letters to residents and businesses in the City and Islington.
37. The advance planning also began several months beforehand, but this year a two-day Tube strike was called by the respective London Underground Trade Unions shortly before the event was due to take place, with the result that the race overlapped the second strike day by three hours.
38. All those involved were concerned about this impact and consideration was given to cancelling the event, but the race could not simply be postponed and re-run on a new date because of the complexity of bringing such an event together, including the impact this would have on the preparation of the runners themselves.

39. On balance, between the organisers, the City Corporation, LB Islington, TfL, the City Police and the GLA, it was felt that the event should continue, subject to further measures being put in place to minimise the disruption, including additional communications and the deployment of around 100 extra stewards. The timing (after the rush hour and just as the trains were due to start running again) helped proved decisive.
40. The strike itself caused significant inconvenience to London generally, and a tense atmosphere was evident on-street, with the City Police having to deal with a number of incidents during the day caused by the general frustration of drivers, cyclists and pedestrians.
41. In terms of the impact on the Great City Race:
- traffic inside the road closure area took longer to drain because of the wider traffic congestion caused by the strike;
 - access to the land locked area around Guildhall was restricted for longer than normal by around 10 minutes;
 - some comments were received that stewards were not sufficiently well briefed, perhaps due to their late addition to the event plan;
 - the tense atmosphere boiled over in some places with some runners being abused and shouted at during the course of the race
 - the number of spectators was noticeably higher, likely because people chose to stagger their commute, contributing to congestion on the footways.
42. The assessment for this year's event is contained in the table below and illustrated in the Matrix in Appendix 1, and reflects the unique difficulties the organisers faced this year. However, given the track record of London Marathon Ltd, officers have confidence that next year's event will return to its previous standard.
43. Nevertheless, in planning for next year, London Marathon Ltd have been tasked by City officers to consider a number of matters that would still be relevant to future events, including:
- Whether vehicle access can be improved by adjusting the route, so that Guildhall in particular falls outside the landlocked area;
 - Whether direct communications can be improved if the signage, letter drops and social media coverage are proving insufficient;
 - Whether stewards can be better briefed.
44. These points will be considered in addition to the City's usual review of the event's timing, its safety and its overall impact.

Great City Race	Criteria	2014's Event		2015's Event	
		Rating	Score	Rating	Score
Benefit	Policy Aims & Objectives	CoL Community Strategy	+2	CoL Community Strategy	+2
	Charity / Community	Charitable contribution	+4	Charitable contribution	+4
Total Benefit			+6		+6
Disbenefit	Disruption & Impact	Extensive major road closures	-4	Extensive major road closures	-4
	Complaints	Some political	-2	Numerous & political	-4
Tot. Disbenefit			-6		-8

Overall Assessment of Event Programme for 2015

45. Using the Event Assessment Matrix to assess all the major special events this year (Appendix 2), the majority still fall within the 'green' zone, indicating a high degree of competence in delivering safe, successful and beneficial events that minimise disruption.
46. In particular, the Nocturne took significant steps towards addressing the problems it encountered previously, moving its assessment from the 'red' to the 'green' zone. By contrast, the Matrix clearly shows that the City Run Fast and Great City Race need to address the challenges they encountered this year. That said, both event organisers are fully on track to do so in time for next year, and through the City's new event review process, officers are confident they can continue to drive that improvement, ensuring the City can confidently support these events in future years.
47. In addition to the 13 major events illustrated in the Assessment Matrix in Appendix 2 (of which eight are discussed in depth within this report), SEEG also considered over 100 smaller event applications this year. Added to that, more than 200 other event-type activities have needed the input of DBE officers, many linking directly to police operations.
48. These events typically take place with fewer participants and without significant disruption to City life, but to whom the City's support is no less important to the organisers. As an illustration of the range these can take, here are some typical examples from this year:
 - Annual commemorative events linked to Remembrance Sunday, the Submariners' Memorial on Victoria Embankment and the Merchant Navy Memorial at Trinity Gardens;
 - Charity walks such as the Moonwalk, the Stand Up to Cancer 3 Peaks run & abseil, and the Shine Night Walk;

- Art & Culture trails approved through the City Arts Initiative, this year including Wallace & Gromit and Paddington bear;
- Co-ordination with the police for demonstrations and high security events such as the Afghanistan Service of Commemoration at St Paul's Cathedral in March, the People's Assembly Austerity march in June, and the recent Chinese State Visit;
- Livery Events and other processions eg the Ash Wednesday Service and procession from the Worshipful Company of Stationers to St Paul's, the Founder's Day Parade at Sir John Cass School and the Boar's Head procession from Pewterers' Hall to Mansion House;
- Filming for major studio productions, including road closures this year for Spectre (Daniel Craig), London Has Fallen (Gerard Butler), Mission Impossible 4 (Tom Cruise) and Bridget Jones 3 (Renee Zellweger).
- A sheep drive over London Bridge, a Santa dash and a Gorilla run.

Subsequent Reports

49. The next update for Members will be brought to this Committee early next year, and is likely to cover:

- the 2016 event diary;
- a revised route proposal for the Nocturne;
- the completion of actions resulting from this year's City Run Fast and Great City Race;
- an outline approach to future events at the new Aldgate public space;
- further details on the three year rolling agreement for individual events (proposed as part of the event review process)
- information on revised fees and charges for events;
- the use of drones for filming;
- information on the proposals for the Great Fire of London's 350th anniversary commemoration in September 2016, for which the City Corporation is founding sponsor.

Conclusion

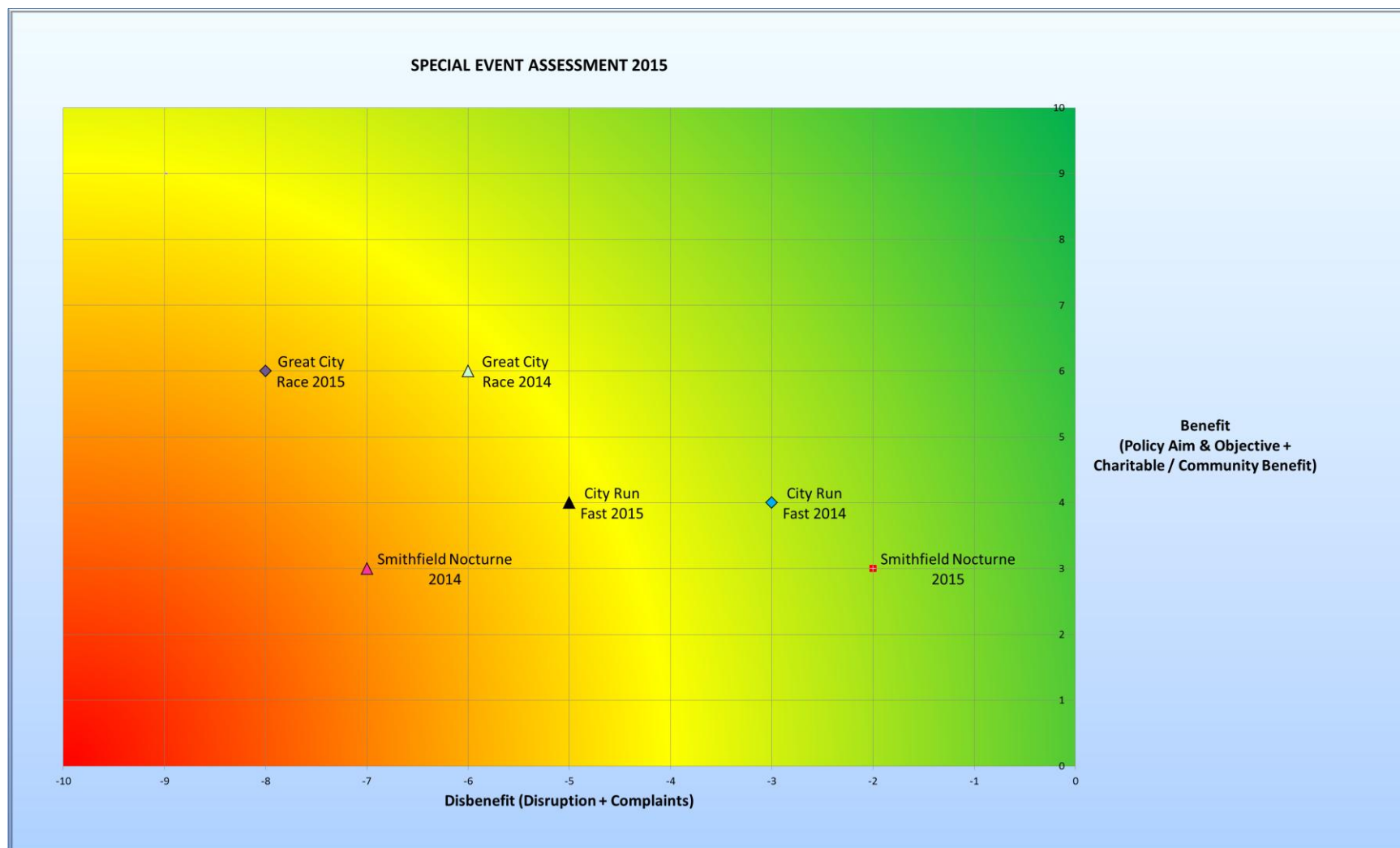
50. Officers in DBE continue to work constructively with event organisers to deliver successful and safe events, seeking ways to minimise disruption to residents and businesses. TfL's Cycle Super Highway construction has presented a number of challenges, with some events having had to find, agree and manage new alternative routes.

51. However, this has led to a number of positive outcomes, such as an improved route for RideLondon and the BUPA 10K, and officers remain focused on challenging organisers to deliver high quality, safe and well managed events in the Square Mile.

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APPENDIX 1: Event Assessment Matrix: Significant changes



APPENDIX 2: Event Assessment Matrix - Overall Review for 2015

