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| <b>Committee(s)</b>  | <b>Dated:</b>       |
| Hampstead Heath Consultative Committee - For Discussion                                | 09 January 2017     |
| Hampstead Heath, Highgate Wood, Queen's Park Committee - For Decision                  | 30 January 2017     |
| <b>Subject:</b><br>Review of Events Programme 2016 & Provisional 2017 Events Programme | <b>Public</b>       |
| <b>Report of</b> Superintendent of Hampstead Heath                                     | <b>For Decision</b> |
| <b>Report author:</b><br>Paul Maskell - Leisure and Events Manager                     |                     |

### Summary

The following Report details the success and the learning of the 2016 Hampstead Heath Events Programme, and sets out the provisional Events Programme for 2017.

The 2016 Events Programme consisted of 111 sports, well-being and cultural events, which engaged with more than 103,900 members of the public (Appendix 1). The Programme allows 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 provide 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.

### Recommendation(s)

It is recommended that:

- Members note the success of the 2016 Hampstead Heath Events Programme in engaging with audiences, attracting new visitors to the Heath, and working with partners to provide a valuable service for the local community and beyond.
- Members of the Hampstead Heath Consultative Committee provide feedback on the proposed 2017 Events Programme appended to this Report.
- The views of the Hampstead Heath Consultative Committee are conveyed to the Hampstead Heath, Highgate Wood and Queen's Park Committee at their January meeting.
- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee agree the proposed 2017 Events Programme at their January meeting.

## **Main Report**

### **Background**

Hampstead Heath has a long history of holding events. These are designed to attract new audiences and to promote the health and well-being of our visitors.

### **Current Position**

1. The 2016 Hampstead Heath Events Programme consisted of over 111 sports, well-being and cultural events, culminating with the Christmas Day swim at the Men's Pond.

### **Highlights of the 2016 Events Programme**

2. Held on 19 November, the London Youth Games attracted over 2,400 entries from young runners.
3. The Highgate Harriers' Night of the 10,000m Personal Bests, held on 21 May, received extensive national media coverage. The 2017 event will be the official IAAF 2017 World 10k Championship Great Britain Trials.
4. The Affordable Art Fair (AAF) welcomed 17,000 visitors between 16-19 June, although visitor numbers and artwork sales were both down compared with 2015.
5. The third edition of GROW London from 24-26 June received 10,000 visitors. Ramsay Fairs have confirmed they are not continuing the event in 2017.
6. Give It A Go! Festival was held on 17 July, in partnership with the London Borough of Camden and the Jubilee Hall Trust. The Big Dance Bus provided a venue for over 20 dance ensembles, and tasters were offered in the following sports: fencing, athletics, football, rugby, bowls, croquet, assault courses and T3 lawn and table tennis.
7. The 2016 summer music programme at the Parliament Hill and Golders Hill Park bandstands started on 12 June. A total of 27 band performances took place, with the last performances on 29 August. 'Elvis on the Heath' was attended by 2,000 members of the public. The Friday night concerts at Parliament Hill have been a particular success and are fast becoming a cornerstone of the local cultural calendar.
8. 232 people in 42 teams took part in the 18<sup>th</sup> Hampstead Heath Duathlon on 4 September. The event is managed in partnership with Hampstead Rugby Club and ParkRun. It is particularly popular as it offers an opportunity for participants to swim in each of the Heath's swimming facilities, as well as to run across the Heath.
9. 20 Wedding & Civil Ceremonies took place in 2016. The Rotunda remains the most popular location with 11 ceremonies taking place there, followed by the Hill Garden with 8 and Belvedere with 1. Feedback from clients is extremely positive. It is clear that the high quality of service provided remains critical to the continued success of the venue.

## **Proposed 2017 Events Programme**

10. The proposed 2017 Events Programme is appended to this report. The Leisure and Events Manager is seeking feedback from Members in relation to the proposed programme (see Appendix 2).
11. As discussed with the HHCC on 7 November and agreed by the HHHWQPC at their meeting on 21 November, the Affordable Art Fair will be held 10-14 May 2017. The GROW London fair will not be held in 2017.
12. There are currently 11 bookings for Weddings & Civil Ceremonies during 2017. There will be scheduled essential maintenance works taking place on the Pergola structure, starting from 7 August for 14 weeks. Although this will impact on the 2017 season, the works are essential to maintain and protect the structure for the future.
13. The Leisure & Events Manager is currently in talks with the Showman's Guild regarding the Easter Fair. It is proposed that the Fair will open on Good Friday (14 April) and close on Easter Monday (17 April).
14. The Leisure & Events Manager is currently in talks with circus providers about issuing a Licence for a circus in autumn 2017.
15. The long term viability of the Fairs is a matter of concern to the Showman's Guild, with a number of plots left vacant as attendance declines. The Fairs are an important feature of the cultural heritage of the Heath, attracting regular and new visitors. The Leisure & Events Manager continues to work closely with the Showman's Guild to ensure the Fairs are licenced and managed to provide a safe and enjoyable experience for all Heath visitors.

## **City of London Corporation Open Spaces Bill**

16. The City of London Corporation Open Spaces Bill includes provision for managing events on Open Spaces. Consultation will be undertaken with Consultative Committees and key stakeholder groups to consider the type of policy required to continue managing events effectively in the future.

## **Publicity**

17. The whole Events Programme has generated a great deal of media coverage, including several London-wide TV and radio pieces, reports in both the CNJ and Ham and High newspapers, and a special interview for our conker championships on the Sunday Morning Tim Arthur show on Radio London. As usual, all the events available to the public were advertised in the Hampstead Heath Diary, which remains as popular as ever, with 35,000 copies being printed and distributed while many more view it on-line. In 2017 we propose to seek the views of the public on how we might better advertise the events and the format of the diary in coming years.

## **Corporate & Strategic Implications**

18. The Events Programme directly supports the Open Spaces Business Plan 2016-19 vision and objectives through 'The preservation of our open spaces for the recreation and enjoyment of the public' and to 'Improve the health and well-being of community through access to green space and recreation.' It also fulfils Aim 4: to 'Promote opportunities to value and enjoy the outdoors for recreation, learning and healthy living.' and contributes to the Improvement Objective 4: 'Market our services and provide events and opportunities to learn for all within our communities.'

## **Financial Implications**

19. Part of the Events Programme is supported by Heath staff as an element of the Annual Work Programme. The Leisure and Events Manager is continuing to review the income and expenditure in relation to providing events on Hampstead Heath, taking account of how each event contributes to the Heath's charitable objectives. For example, cross country events are currently subsidised through the Superintendent's Local Risk Budget particularly in relation to the staff time necessary to facilitate these prestigious events.
20. When considering charges the Leisure and Events Manager considers a range of issues, including to what extent the event contributes to the Heath's charitable objectives, the benefits of the event to visitors and the local community, as well as considerations around exclusive use and the level of impact on the Heath, visitors and the local community.
21. In 2015/16 a review was undertaken to understand and evaluate the full cost and benefits of providing the Events Programme. This is set out in Appendix 3. The income from 2016/17 is also included.

## **Conclusion**

22. The 2016 programme has been very successful, once again showcasing the Heath and the City of London in a positive light. The wide range of events attracts people to the Heath and promotes health and well-being, as well as fostering culture and art. We are always keen to improve and adapt our events and feel this can be done most effectively by incorporating lessons from past experiences and consulting with our Committees and Heath users. The programme for 2017 will deliver a number of tried and trusted events that will enhance the health and well-being of our community.

## **Appendices**

- Appendix 1: Summary of 2016 Events Programme
- Appendix 2: Provisional 2017 Events Programme
- Appendix 3: Events costing and income 2015/2016 & 2016/2017 (non public)

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