

Committee(s)	Dated:
Culture, Heritage & Libraries Committee Streets & Walkways Sub Committee Policy & Resources Committee	6 February 2017 14 February 2017 16 February 2017
Subject: Special Events on the Highway	Public
Report of: Director of the Built Environment	For Decision
Report Author: Ian Hughes Assistant Director of Highways	

Summary

This report outlines the major events planned for 2017. It provides Members with an opportunity to consider and comment on the appropriateness of these events, taking into account their nature, scale and impact, as well as the benefits they bring.

There are 15 major events planned for 2017 (the same number as last year), of which:

- 13 have taken place before
- 2 are new one-off events (International Association of Athletics Federations (IAAF) World Championship marathon and Open House)

The report also updates Members on the outcome of new or one-off events that took place in 2016, as well as other matters related to special events such as 'root & branch' reviews, changes to the road network and drones for filming.

Recommendation(s)

Members are asked to:

- Agree to support the events outlined in the report and detailed in Appendix 1.
- Note that a root and branch review is planned for Standard Chartered Great City Race and the City of London Mile Run Fast events for 2018.

Main Report

Background

1. This report provides an update to Members on those events that are currently planned for 2017, and looks back on new or changed events that took place in 2016. It also incorporates information on 'root & branch' reviews for regular events, highway activities that may have a significant impact on this year's event programme and the latest position regarding the use of drones in the City.

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. Some events support the City's Visitor Strategy to drive economic benefit to City businesses, or fit the City's Cultural Strategy, Community Strategy and Health & Wellbeing agendas. Even commercial events typically raise money for charity, either directly through charitable partnerships or as an opportunity 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. It is essential that the planning and assessment of each major event takes place well in advance, as the implications of road closures can have a significant impact on the day-to-day life of those working and living in the City. Highway officers from the Transportation & Public Realm Division (T&PR) of the Built Environment lead this process with a structured, documented application and approval process.

Significant External Events Group (SEEG)

5. Members are reminded that event applications are initially considered by officers of SEEG (the Significant External Events Group), which includes Highways officers and representatives from the Town Clerk's Department, the Remembrancer's, Cultural and Visitor Development and City of London Police.
6. The merits of each event application is considered by SEEG taking into account a range of factors such as traffic and residential impact, public safety and the capability of the event organiser. SEEG meets every month and the process is managed by officers in T&PR (Highways Division).
7. The Director of the Built Environment has delegated authority to make traffic orders to allow roads to be closed for special events. Therefore, Member approval for each major event is not required. However there are established guidelines for officers to follow in determining the suitability of events, which also set out the procedure for event approval and provide advice for organisers. The Guidelines were last updated and agreed by Members last year.

Events Calendar 2017

8. The following table summarises the major events due to take place this year. A timeline for events is also illustrated in Appendix 2. Those highlighted in red are covered in more detail later in the report.

Date	Day	Event	Detail
5 February	Sunday	Winter Run	Fun run
23 April	Sunday	London Marathon	Amateur & elite race raising funds for sporting initiatives
29 May	Bank Holiday Monday	Vitality 10K (formerly BUPA 10K) Race	Race raising funds for sporting initiatives
10 June	Saturday	Nocturne	High participant night-time cycling race
18 June	Sunday	City of London Mile – Run Fast	Fun run raising money for local and national charities
12 July	Wednesday	Cart Marking	Ceremonial event; Livery Company
13 July	Thursday evening	Standard Chartered Great City Race	Run with participants from City institutions and businesses
23 July	Sunday	London Triathlon	Sporting event on TfL streets within the City (lower route)
29 & 30 July	Saturday & Sunday	Prudential RideLondon	TfL mass participation cycling event promoting Mayoral initiatives
6 August	Sunday	IAAF Marathon	International sporting event
16/17 September	Saturday/Sunday	Open House	Series of animations promoting the City's architecture and building design
21 September	Thursday evening	Bloomberg Square Mile Run	Fun run with participants from City institutions and businesses
8 October	Sunday	Royal Parks Half Marathon	Charitable run for Royal Parks Foundation
11 November	Saturday	Lord Mayor's Show & Fireworks	City of London Corporation ceremonial event and fireworks display
31 December	Sunday	New Year's Eve	GLA & TfL sponsored firework display

Assessment Matrix

9. An Event Assessment Matrix is applied to each event to determine its benefits and dis-benefits (see Appendix 3), 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.

Assessment Matrix 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. For most events this year, that assessment is unchanged, although this report includes specific assessments for the IAAF Marathon (as a new event) and the Nocturne (which changed its route in 2016). Overall, 12 of the 15 events for 2017 are considered 'Green', with two deemed 'Amber' (the IAAF Marathon and Great City Race) and none 'Red'. (The Open House proposal has yet to be confirmed.)

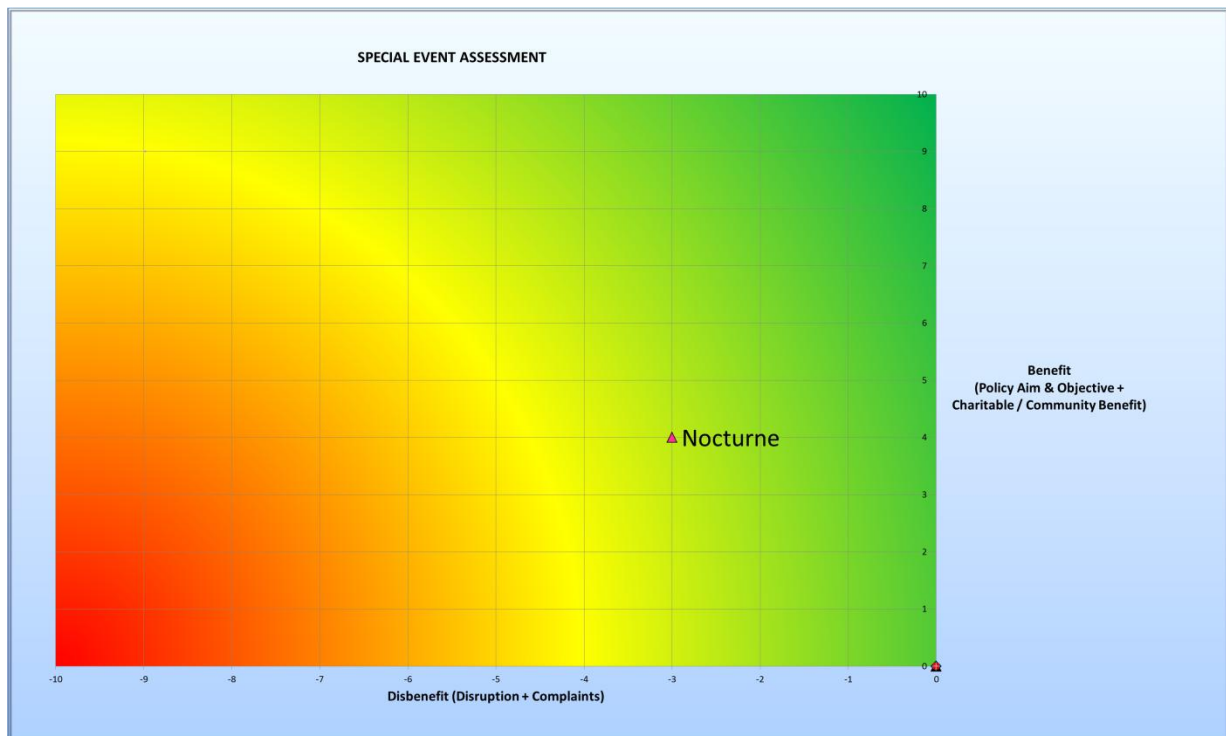
Review of Events from 2016

Nocturne: Saturday 4 June 2016

11. The Nocturne is an annual night-time cycling event attracting significant numbers of participants and spectators. Members will recall that this event had previously taken place at Smithfield Market. However the scale of the event had grown considerably leading to concerns about the suitability of it being held at this location.
12. Working with the organiser (Face Partnership), a new route was agreed for 2016. In summary the new route included a circuit that started and finished in Cheapside, taking in King Street, Gresham Street, Basinghall Street, Aldermanbury, Love Lane and St Martin's le Grand. The rider enclosure and pits were located in Bread Street, with road safety displays, 'Exchanging Places' lorries and cycling-related retail stalls in New Change.

13. The new route proved successful; with the event being delivered safely at a location better suited for the 500 participants and estimated 19,000 spectators. The event reached 1.2m viewers across 54 countries, including profiles of the City and Cheapside, with UK coverage including ITV's London News, City AM, the Evening Standard and TimeOut. The organisers proactively engaged with businesses and residents, and this, together with evening road closures, minimised disruption to City streets.
14. The event organiser is expected to use the same route this year (with minor changes around Guildhall to allow greater access to the Members' car park), and is explicitly targeting a much greater charitable fundraising initiative as part of the event's development. Taking this into account, the positive outcome and reduced disruption has moved the event into the green zone, with room for further improvement through a greater 'Charity Benefit' score this year:

Benefit / Disbenefit	Criteria	2016	
		Rating	Score
Benefit	Policy Aims & Objectives	CoL Partner	3
	Charity / Community	Small Community Benefit	1
Total Benefit			4
Disbenefit	Disruption & Impact	Limited weekend and o/night road closures	-2
	Likely Complaints	Small number	-1
Total Disbenefit			-3



Household Cavalry: Wednesday 20 April 2016

15. The Household Cavalry celebrated its Freedom of The City on 20 April 2016 with a military procession taking in a route via Fleet Street, Ludgate Hill, New Change, Cheapside, King Street to Guildhall. There was a week day road closure of around two hours to facilitate the event.

16. As with any weekday closures, even of small duration, there was inevitably some traffic disruption. However the event was delivered successfully as officers in T&PR (Highways) worked closely with the organisers and colleagues in the Town Clerk's and Remembrancer's departments to minimise disruption.

Great Fire 350: Friday 2 September – Monday 5 September 2016

17. Event organiser 'Artichoke' delivered a series of events in the City to commemorate the 350th anniversary of the Great Fire of London. Some of the programmed events involved extensive road closures, and were delivered without incident on the day.

18. Headline results include around 90,000 event visitors, a social media reach in excess of 90m, over 1,000 engagements with schoolchildren and young people, a global PR reach of 102m, and digital platform programming content viewed by more than 7m.

19. In all areas where it has been possible to measure impact, Artichoke exceeded the expectations of the City Corporation's objectives for sponsoring the event, generating significant economic and international PR benefit, positively changing perceptions of the City as a place to be, and engaging new audiences across events, education and training. In the current political environment, the programme has also helped to demonstrate and support the Mayor of London's worldwide message that London is open.

New Year's Eve

20. Since ticketing for this event on the Embankment was introduced, its footprint, timing and extent have remained largely similar, with manageable closures extending into the City as far as Farringdon, Blackfriars and Queen Victoria Street during the course of the evening.

21. Last month's event passed off without incident, but in the context of recent reports to Members, it was the first instance where the City Police requested the use of the 'contingent' Anti-Terrorism Traffic Regulation Order (ATTRO). This request was part of the pan-London policing of the event and was made in parallel to a similar request by the Metropolitan Police covering Westminster, Lambeth and Southwark following their assessment of the threat level to the event.

22. The ATTRO was approved by Members in November 2016 and the City of London Police can use it for anti-terrorism purposes only. As specified in the joint Protocol developed by the City with TfL and City Police, an annual review of the ATTRO will be undertaken, and it is proposed that the outcome of this review is reported to Members through this report in future.

New Events Planned in 2017

IAAF (International Association of Athletics Federation) World Athletics Championship Marathons – 6 August

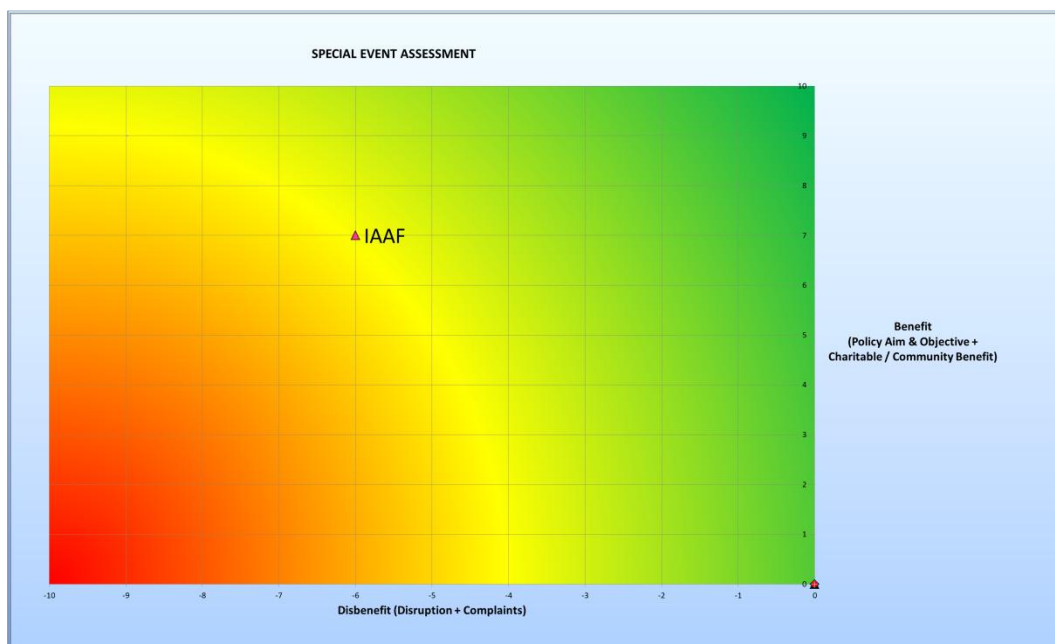
23. The Athletics World Championships are scheduled to be held in London in July and August 2017, and have a significant global reach and impact, attracting potential TV audiences in their billions.

24. Two events take place away from the Queen Elizabeth Olympic Park, namely the prestigious elite men's and women's marathons, held on the same day (Sunday 6 August) through the Square Mile. Delivering on a commitment to support a legacy event from 2012, the City will host a marathon route that starts and finishes at Tower Bridge, passing through Guildhall Yard and taking in the iconic sights of the Square Mile.

25. It will involve extensive road closures, and the organisers contracted by the IAAF are less experienced than some in organising major events in London. This accounts for the higher than ideal 'Complaint' risk noted below, but City officers are working with GLA, TfL, Westminster City Council, LB Southwark and the

organisers to address this, including the delivery of an extensive communications plan that will seek to reduce this risk. Further updates to Members (and the public) will be provided in due course.

Benefit / Disbenefit	Criteria	2017	
		Rating	Score
Benefit	Policy Aims & Objectives	International Significance	4
	Charity / Community	Significant Non-Charitable	3
Total Benefit			7
Disbenefit	Disruption & Impact	Weekend closures	-3
	Likely Complaints	Numerous non-political	-3
Total Disbenefit			-6



Open House – 16/17 September 2017

26. This year marks the 25th anniversary of Open House, which is a not-for-profit organisation that promotes public awareness and appreciation of London’s building design and architecture. To mark this occasion, Open House is considering a series of on-street animations that may require road closures, incorporating some of the City’s key cultural locations taking part in the festival. A particular focus will be Guildhall Yard and the streets nearby, but planning is still in its early stages and the exact details are not yet known.

“Root & Branch” Review of Major Events

Standard Chartered Great City Race and City of London Mile Run Fast

27. For new events taking place in the City, the following steps apply:
- approval is given for the first year initially (not in perpetuity);
 - a comprehensive debrief takes place afterwards
 - if deemed successful, approval is given to hold the event for the next three years (subject to successful delivery each year)
 - further three year cycles are subject to a full root & branch review.
28. This allows the opportunity for the competency of the organiser to be assessed to ensure the event is delivered successfully and to City standards. This principle equally applies to those events that have taken place in the City for a number of years.
29. Some events on the highway incorporate not only City streets but others in neighbouring authorities such as Westminster City Council. Whilst a root and branch review may not be appropriate for those events of national or international importance such as the London Marathon, it is applicable for those events where the route falls predominately within the City’s boundaries, which by their very nature (being more City centric) have the greatest impact on City businesses and residents.
30. Whilst planning for most events in 2017 is now underway, it is proposed that this year officers from T&PR (Highways) undertake a root and branch review with the organisers of the Standard Chartered Great City Race (London Marathon Ltd) and the City of London Mile Run Fast (Run Fast Ltd). This will include other key stakeholders such as TfL, and will seek to determine whether these events should continue to take place from 2018 to 2020. Members will be updated on the outcome of this review in future reports on Special Events.
31. Other events that fall within scope of the root and branch review include the Winter Run, the Vitality 10k Race, the Nocturne and the Bloomberg Square Mile, and it is proposed that a root and branch review of these events takes place over the following two years (for events in 2019 and beyond).

Other Considerations for Events in 2017

Thames Tideway

32. Work began on the construction of the Thames Tideway Tunnel (“super sewer”) in January 2017 on Victoria Embankment at Blackfriars. The Riverside Walk (Thames Path) between Blackfriars Bridge and Temple Avenue will be closed impacting on those events that utilise the lower route such as the London Marathon and Lord Mayor’s Show.

33. Officers in T&PR (Highways) will continue to work closely with Tideway and TfL to mitigate the impact of these construction works on the events programme in 2017, including how the new temporary traffic islands for the cycle super highway at Blackfriars can be safely removed to facilitate these events taking place.

Bank

34. With changes imminent at Bank junction in the short term, event officers are working with the Bank project team to ensure that events such as the Lord Mayor's Show can continue unaffected during the experimental period. In addition, the iconic nature of the Bank and the opportunities for the location to become an events space in its own right (as seen during the Great Fire's Domino Tip) will also be reviewed as part of the wider long-term project.

Use of Drones

35. Finally, to provide an update on drones mentioned in the last annual event report, the City's filming team (Town Clerk's Department) and City Police have confirmed they do not permit filming or use of drones over the public highway due to safety and security implications. There are no immediate plans to review this position until national guidelines are drafted taking into account prevailing legislation and best practice.

Conclusion

36. This report reviews the key points from last year's on-street events, and summarises the major events planned for 2017. 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 – Events Details for 2017
- Appendix 2 - Event Timeline for 2017
- Appendix 3 – Summary Assessment of Events for 2017

Background Papers

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APPENDIX 1 – EVENT DETAILS FOR 2017

EVENT	DAY & DATE	TIMES	ORGANISER	APPROVAL AUTHORITY	BENEFIT OF EVENT	NO.	EVENT HISTORY	CITY OF LONDON ROUTE
Winter Run	5 February	8 am – 2 pm	Human Race Ltd	City of London	Community event raising money for charity	1,000	3 rd year	City Streets, and Westminster (WCC)
London Marathon	23 April Sunday	7am-6pm	London Marathon Limited	Transport for London	Significant charity fund raising, plus surplus used to support specific sporting projects.	38,000	Established event of more than 20 years	Embankment & Upper / Lower Thames St
Vitality 10K Race	29 May Bank Holiday Monday	10am-12.30pm	London Marathon	Westminster / City of London	Funds from this race promote sporting initiatives to the City's resident and workforce population	10,000	9th year	WCC, Holborn, Holborn Viaduct, Cheapside to Bank area and back to WCC
Nocturne	10 June (Saturday)	Night	Face Partnership	City of London	High participant night-time cycling race	500	6 years but 2nd year for the new route	Cheapside, King Street, Gresham Street and immediate

								environs
City of London Mile – Run Fast	18 June Sunday	8am-midday	Run Fast Ltd	City of London	Raising money for local and national charities.	2,000	4th year	St Paul's, Cannon Street, Queen Victoria Street, Bank area, Cheapside
Standard Chartered Great City Race	13 July Thursday evening	7pm-8.30pm	London Marathon Ltd	City of London	Highly popular with City institutions & sponsored by a City company.	6,000	11th year	City Road, London Wall, Bank area & Cheapside.
Cart Marking	12 July Wednesday	7am-2am	Worshipful Company of Carmen	City of London	Historical City event to mark trade vehicles	1,000	Annual event	London Wall, Gresham St, Guildhall area
London Triathlon	23 July Sunday	7 am – 5 pm	IMG UK Ltd	TfL, Westminster City Council	Sporting Event	1,000	Annual event	Lower route (Victoria Embankment)
Prudential RideLondon	29/30 July Saturday /Sunday	7am-6pm	GLA/TfL	Transport for London, City of London & other highway authorities	Mass participation event to promote cycling, inc Mayoral initiatives.	75,000	4th year	Central CoL & Holborn, Holborn Viaduct
IAAF Marathon	6 August Sunday	TBC	GLA/TfL	Transport for London, City of London & other highway	International Sporting Event	1,000	New (one-off)	Route through the City from Olympic Park to

				authorities				Westminster
Open House	16/17 September Saturday & Sunday	TBC	Open House	City of London	Series of animations to promote City's architecture and buildings	TBC	New (one- off)	City of London
Bloomberg Square Mile Run	21 September Thursday evening	5pm- 8.30pm	Square Mile Sport	City of London	Participants drawn from City institutions raising money for charity.	5,000	More than 7 years	Gresham St only (rest of route on f/w)
Royal Parks Half Marathon	8 October Sunday	9am- midday	Royal Parks	Royal Parks and Transport for London	Charitable event for Royal Parks Foundation.	5,000	9 th year	Victoria Embankment west of Blackfriars.
Lord Mayor's Show & Fireworks	11 Nov Saturday	7am-4pm 5.15 pm	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	31 December Sunday	From b/w 2-10pm until after midnight	GLA	Transport for London, Westminster & City of London	Focus of the UK's End of Year celebrations	120,000	Annual Event	Blackfriars area & Westminster near London Eye

NEEDS CHANGING
APPENDIX 2 – EVENT TIMELINE FOR 2017

Date	Event	Disruption	Month	Week	Cumulative Disruption															
					1	2	3	4	5	6	7	8	9	10						
05/02/2017	Winter Run	-2	Dec/Jan	52																
23/04/2017	London Marathon	-3	Jan	1																
29/05/2017	Vitality 10k Race	-3		2																
10/06/2017	Nocturne	-3		3																
18/06/2017	City Run Fast	-3		4																
12/07/2017	Cart Marking	-1	Feb	5																
13/07/2017	Great City Race	-6		6																
23/07/2017	London Triathlon	-2		7																
29&30/7/2017	RideLondon	-3		8																
06/08/2017	IAAF Marathon	-6	Mar	9																
16&17/9/2017	Open House	TBC		10																
21/09/2017	Bloomberg Sq Mile	-1		11																
08/10/2017	Royal Parks Marathon	-2		12																
11/11/2017	Lord Mayor's Show	-5	Apr	13																
31/12/2017	New Years Eve	-4		14																
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				52																

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

APPENDIX 3 – Summary Event Assessment for 2017

