

<b>Committee:</b>	<b>Date:</b>
West Ham Park Committee	11 October 2017
<b>Subject:</b> Bringing Communities Together: Evaluation of 2017 event and proposal for 2018	<b>Public</b>
<b>Report of</b> Superintendent of Parks and Gardens	<b>For Decision</b>
<p style="text-align: center;"><b>Summary</b></p> <p>West Ham Park hosted a 'Bringing Communities Together' event featuring funfair rides, community and faith stalls, food and concessions on the 29<sup>th</sup> and 30<sup>th</sup> July 2017. Around 2,500 people attended the event, which was well received by local people. Minimal damage was caused to the park's grassland area which has also undergone reparation works to relieve compaction. The organisers would like to repeat the event in 2018 as detailed in the report.</p> <p><b>Recommendations</b></p> <p>Members are asked to:</p> <ul style="list-style-type: none"> <li>• Approve the proposal to repeat the event in 2018</li> <li>• Delegate authority to the Superintendent to finalise details of the 2018 event, event fee (including deposit and reinstatement), cancellation policy and pricing structure for fairground rides, food and other items to be sold by stall holders.</li> </ul>	

## **Main Report**

### **Background**

1. West Ham Park Committee approved a proposal from HAFS academy, the outreach department of a local Islamic faith school to hold an event in the park on Saturday 29<sup>th</sup> and Sunday 30<sup>th</sup> July 2017 entitled 'Bringing Communities Together'. The event aimed to create and strengthen positive relationships within local communities by bringing people together to enjoy fairground rides, cultural foods, arts and craft exhibitions.

### **Current Position**

2. The event took place on the 29<sup>th</sup> and 30<sup>th</sup> July as approved by this Committee and saw 10 Community groups, 4 food stalls, 6 concessions and 16 fairground rides set up in the south west corner of the park. Inclement weather on the Saturday resulted in around 500 people attending the event, however fair weather on the Sunday saw attendance peak at around 700 people at any

one time, with an additional 2,000 recorded in the park on the day (See Appendix 1: Photographs of the event).

3. A survey was carried out on site during the event and an on-line link distributed through the Friends of West Ham Park Facebook page. 36 people responded in total. The majority of respondees visited the park due to the event or to meet with family and friends. 75% lived locally and had visited the park before. 52% said that the event was the thing that they enjoyed most about their visit to the park. Overall feedback was good with 86% scoring it 4 or more out of 5. When asked what improvement visitors would make to the event 40% said more stalls/rides, or hold the event for more days, 16% said that they felt some of the rides were too expensive, and 8% that it could have been better advertised. 95% said that they would come back to the park after the event (the other 5% preferred not to say). Whilst not captured in the survey feedback, the photographs (in appendix 1) demonstrate the large proportion of Muslim faith people who attended the event. Park staff who engaged with attendees found that many had not visited the park before.
4. Following the event the Park Manager met with organisers to discuss successes and issues that had arisen. Improvements and additional actions have been identified, which the organisers would put into place if this Committee approved the event being repeated in 2018.
  - a. Planning and organisation: In total 20 stall holders (community groups, food stalls and concessions) attended the event rather than the anticipated 35. A number of other events had been held in the Borough on the weekends preceding 'Bringing Communities Together' such as The Mayor of Newham's Show, Gay Pride and Forest Gate Festival. The organisers did not attract as many community groups and voluntary sector organisations as they had hoped due to their presence at these other weekend events. If the event was repeated in 2018, it is suggested that it is moved to an earlier weekend in July and that the application procedure for stall holders is formalised to gain a greater commitment to attend the event.
  - b. Marketing: The organisers had issues with their print companies and did not circulate leaflets or put up banners and posters until two weeks before the event took place. This was reflected in some of the feedback that was received (8% felt that the event should have been better advertised). Organisers wrote to all houses facing the park to inform them that the event was taking place and provided contact numbers for queries. This was well received and no complaints regarding the event were received. Marketing would be finalised and material ready for distribution a minimum of a month in advance in future.
  - c. Fairground rides: 16 different fairground rides were set up in the park, these ranged from inflatable slides, dodgem cars, a Ferris wheel and water zorbs to 'Extreme', a ride for people 150cm and taller which also catered for adults. Tokens for the rides were £1.20 for 1 or 10 for £10. The majority of rides charged 1 or 2 tokens, but 3 rides required

multiple tokens due to the longer running time. Feedback from users suggests some felt this was too expensive (16% of people questioned). Ensuring that the majority of rides are more affordable and limiting the number of more expensive rides (to a maximum of 2) is proposed in the future to ensure that the fair is felt to be 'reasonably priced'.

- d. Operational management: Volunteer litter pickers worked throughout the event days to manage waste on site. Minimal litter was seen in the park. Park keepers also conducted a further litter pick on the Monday morning to extract rubbish that had blown into the long grass areas. The security team were required to respond to an incident with 4-6 male youths trying to steal ride tokens and money, but this was handled quickly and carefully. Park staff also provided support until the Met police arrived to speak with the individuals. During the setup and break down of the rides, large boards were used to protect the grass from vehicles driving over it and help to spread the weight thus reducing compaction issues. Minimal damage to the turf was caused. There were some notable depressions in the grass immediately following the event, however the park team aerated and scarified the field and will do so again this autumn. These methods were successful in minimising damage to the event area and would be repeated again for future events.
- e. Financial implications: A fee of £3000 was charged to Hafs Academy, with an additional 25% deposit against expected reparation costs. £500 of this was returned as damage caused to site was minimal. Staff costs were higher than expected due to additional support required by the organisers. Net profit was £752.46

Expenditure		Income	
<u>Staff costs during event</u>			
Park Manager	£ 717.78	Event fee	£3,000.00
Team Leader	£ 750.00	Deposit	£ 750.00
Keepers	£ 292.32		
Support officer	£ 237.44		
Reparation works			
Equipment hire	£ 250.00	Deposit returned	- £ 500.00
<b>Total expenditure</b>	<b>£2,247.54</b>	<b>Net profit</b>	<b>£ 752.46</b>

## Proposals

5. HAFS Academy would like to hold the event again in 2018. The proposal is to repeat the event over a Saturday and Sunday in July, but to hold it earlier in the month in order to secure a greater number of community organisations. The event organisers propose to set up the event on Friday and remove many of the smaller stalls on Sunday with the larger stalls and fairground rides moved off site on Monday.

6. Working with other external partners they propose to erect:
  - a. A maximum of 16 fairground rides provided by Irvin Leisure, with a maximum of 2 rides that charge more than 2 tokens.
  - b. 3-5 food stalls offering a selection of international menus,
  - c. A maximum of 35 stalls: including local community and faith groups, free health checks, no smoking & healthy eating advisory stalls and commodity stalls including henna artists, arts and craft stalls, face painting etc
7. The aim of the event will again be to celebrate, share and enjoy a fun day with the community regardless of faith or nationality. It is expected that the event will attract more people if continued in 2018. It is hoped that around 500 people will attend the event (at any one time). This will be managed with the support of paid staff, volunteers, security staff and trained first aiders. Additional facilities in the form of portable toilets will also be arranged by the event organisers.
8. It is proposed to hold the event in the south west corner of the park again as this worked well in 2017. The eastern side was unaffected by the event and ensured that there was still a quiet area in the park where people could relax and play sports etc. The stalls and fairground rides would border the main path that leads from South Gate north towards the picnic area. The location of the other food stalls and fairground rides would be in the approximate locations shown on the map (see Appendix 2), however exact details would be agreed with the Park Manager on site to ensure that the root protection areas of the trees are maintained (as defined in BS5837:2012 Trees in relation to design, demolition and construction recommendations).
9. The fairground rides will be placed on the mown grassland area avoiding the sports pitches, running track, wildflower meadows and bulb areas. An indemnity form will be signed by the organisers who will be responsible for paying for any reparation works required following the event. With careful planning it is thought that this should be restricted to re-seeding or turfing of damaged or worn grassland areas. A cancellation policy will be agreed with the organisers in case the weather on the event day gives cause for concern, e.g. high winds. The cancellation policy will also include a clause allowing the park to cancel the event should ground conditions be too soft to allow for the setup of the large fairground rides.
- 10.

## **Corporate & Strategic Implications**

11. This event would support the City's Core Values of
  - a. CV1 The best of the old with the new – celebrating the traditional London fairground and linking to the Victorian heritage of the park while celebrating and supporting the rich cultural mix of the current population demographic.

- b. CV3 Working in partnership – through working with HAFS academy the park would be able to facilitate an event which current staffing resources and budgets would not permit us to do otherwise.
- 12. The cultural and leisure aspects of the event would also support SA3, KPP2, KPP4, KPP5 of the City's Corporate Plan.
- 13. From an Open Spaces perspective the event will support the objectives of the new business plan by;
  - a. Enriching experiences by providing high quality, welcoming and engaging, visitor, educational and volunteering opportunities.
  - b. Improving the health and wellbeing of the community through access to green space and recreation

## Implications

- 14. **Financial implications:** For the 2018 event HAFS academy will again supply all equipment, portable facilities etc at their own cost. A one off fee will be charged to HAFS academy for use of the park. Charges for staff time have been updated to reflect the support provided during the 2017 event. It is anticipated that the overall total fee will be in the region of £3,500 with an additional 25% deposit for expected reparation costs. A breakdown of these costs is shown in the table 1.

Table 1: Breakdown of event fees

Role	Hours	Fee	Comment
Park Manager	14	£ 717.78	Meeting prior to event and presence during set up and break down of fair.
Support Officer	6	£ 203.52	Technical support
Team Leader	36	£1,084.32	Overseeing event days, set up and break down of fair
Keeper	12	£ 292.32	Supporting community stall holders' vehicles entering and exiting site at the start and end of festival days
Parkland hire fee		£1,200.00	
<b>Total</b>		<b>£3,497.86</b>	
Deposit - 25%		£ 882.97	

- 15. Events provide a welcome source of income in the face of ongoing budget reductions, however charges have been kept low to reflect the community benefit that this event brings. The event will be free to attend by local people; however there would be charges for food and fairground rides etc. These would be agreed by the Superintendent prior to the event to ensure that they are accessible to local people.

16. **Key risks:** In order to manage the risks associated with the event, HAFS academy would meet with the Park Manager to review and update the events application form and operational plan from 2017 detailing how they will mitigate the risk involved in organising an event of this scale. This would include
- a. Security: Providing adequate SIA Cleared Security staff during the day time and 2 security personnel overnight.
  - b. Informing London Borough of Newham and emergency services
  - c. First Aid: Ensuring that adequate first aid certificated staff will be present during the event
  - d. Food Hygiene: All food stalls will be required to have Public Liability Insurance and have passed a minimum of Food Hygiene Certificate Level 2
  - e. Health and Safety: Risk Assessments, Safe Systems of Work and an Emergency Action Plan Procedure will be reviewed by the Park Manager prior to the event taking place.

## Conclusion

17. The 2017 Hafs event brought 2,500 people to West Ham Park. The mixture of fairground rides and stalls was well received by local people and created a summer fete feeling in the park on the day. A high proportion of attendees were from the Muslim faith community, a group that are traditionally not seen in large numbers in the park. Minimal ground damage was caused, reparation works were swiftly carried out by park staff and the field left to rest throughout August. A number of improvements have been identified and would be put into place if the request to repeat the event is approved by this committee.
18. Repeating the event provides an opportunity to build on the success of 2017 and further strengthen links with the different communities that surround the park. The events duration would remain the same, however it is hoped that by moving it to earlier in July additional community groups would take up the opportunity to join the event. Working in partnership with Haf's academy allows the park to host an event that it would otherwise not have the budget or staff resource to arrange itself, whilst increasing the parks profile with different user groups in the area and achieving additional income for the park.

## Appendices

- Appendix 1 – Photographs from Bringing Communities Together 2017
- Appendix 2 – Map showing the 2017 set up of the 'Bringing Communities Together' event

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