

Appendix 2



Open
Spaces

Registered Charity

Open Spaces Departmental Events Policy Part Two: Hampstead Heath

DRAFT

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1. Policy Statement

This Site Specific policy (Policy) should be read with Part One of the City of London Departmental Open Spaces Events Policy which applies to all Open Spaces managed by the City of London.

This Policy provides guidance for completing an application to hold events at Hampstead Heath including Golders Hill Park and the Heath Extension. Hampstead Heath is a Charitable Trust (Registered Charity Number 803392).

This Policy has been approved by the Hampstead Heath, Highgate Wood and Queen's Park Committee following consideration by the Hampstead Heath Consultative Committee.

This Policy provides a framework for making decisions about events at Hampstead Heath including to:

- Meet the specific requirements of the City of London Corporation (Open Spaces) Act 2018.
- Meet the statutory obligations and charitable trust objectives to preserve the Heath and to provide recreation and enjoyment.
- Facilitate events which are appropriate to the character of the Heath and align with the long-term Vision for Hampstead Heath.
- Assist event organisers in understanding the process for event applications and criteria for a licence being granted or refused.
- Provide a fee structure for charges that may apply to event applications.

1.1. Scope

This Policy applies to all events on Hampstead Heath (including Golders Hill Park and the Heath Extension) where the permission or assistance of the City of London is required to facilitate it.

Events covered by this policy include:

- Time limited activities that include the setting aside of a particular area of Hampstead Heath.
- Sports events or activities that occur over a wider course or more than one location for example, cross-country competitions.
- Activities that require access to additional services or infrastructure, or that may interfere with other visitors or go beyond ordinary recreational use (irrespective of the number of participants).

Events not covered by this policy include:

- Activities covered by sports licensing arrangements i.e. personal training, group exercise classes and sports activities with fewer than 500 participants over a wider course, these should be completed on the sports application form.

- Requests for filming and photography should be completed on the filming application form.
- Following a viewing, a booking form should be completed for Weddings and Civil Ceremonies.

2. Introduction

There is a long tradition of events on the Heath dating from the 18th Century when fairs were a major attraction. A diverse programme of over 100 events continues to run throughout the year including community, charitable and commercial events that range from fun fairs, cross-country and sporting competitions to cultural and entertainment events.

There are three broad types of events at Hampstead Heath:

- Charity and community events run by a not-for-profit organisation or by a community group for the benefit of the community.
- Commercial events run by profit-making organisations.
- Free events organised by City of London including music events at Parliament Hill and Golders Hill bandstands, Give-it-a-Go Festival and Conker Championships.

3. Legislative background

3.1. Hampstead Heath legislative framework

The foundation legislation, the Hampstead Heath Act 1871, brought the original Heath into public ownership with the following obligations:

- Forever to keep the Heath open, unenclosed, unbuilt upon and by all lawful means to prevent, resist and abate all encroachment on the Heath and attempted encroachment and to protect the Heath and preserve it as an open space.
- At all times to preserve as far as may be the natural aspect of the Heath and to that end to protect the turf, gorse, heather, timber and other trees, scrubs and brushwood thereon.
- To drain, level and improve the Heath, as far only as may be from time to time requisite, with a view to its use for purposes of health and unrestricted exercise and recreation.

The Heath was extended subsequently to include Golders Hill Park, the Heath Extension and a number of other smaller additions.

The City of has powers and duties under various Acts of Parliament primarily set out in the London Government Reorganisation (Hampstead Heath) Order 1989, to manage the Heath, protect it and make it available as open space.

3.2. City of London Corporation (Open Spaces) Act 2018

The City of London Corporation (Open Spaces) Act 2018 makes additional provision for events, subject to a suitable events policy being in place. Below is an extract from the City of London Corporation (Open Spaces) Act 2018 including specific reference to events at Hampstead Heath.

- (4) *The policy must, in particular, contain provision—*
- (a) *requiring that—*
- (i) *in deciding whether, and on what terms, to permit an event under subsection (2), the Corporation must have regard to the character and local environment of the open space (or the part of the open space in which the event is to take place); and*
- (ii) *such an event (whether individually or taken with other events) does not cause material injury to the amenity of the open space or significant impairment to the public enjoyment of the open space; and*
- (iii) *in relation to land to which the London Government Reorganisation (Hampstead Heath) Order 1989 applies, any structure erected is not on a part of the land which is unbuilt on; and*
- (iv) *limiting the frequency and duration of events in the open space.*

3.3. Strategic context

The City of London is therefore obliged by legislation and its duty as custodian of the Heath as outlined in the Heath Vision, to protect the Heath and to ensure that events are appropriate to the local character of the Heath.

The Heath Vision sets out shared community aspirations for the Heath with four broad themes:

- We protect and conserve the Heath
- The Heath enriches our lives
- The Heath is inclusive and welcoming
- Together we care for the Heath

Strategies and principles for realising the Heath Vision are set out in the Management Plan for Hampstead Heath.

4. Guidance for events at Hampstead Heath

In considering applications for events at Hampstead Heath, the Open Spaces Events Policy (Part One) requires that this Policy provides guidance for event frequency and timing, scale and duration.

For the purposes of this Policy, events at Hampstead Heath are ranked according to the number of people attending and the duration of the event as set out in Table 1 in section 6.3.

A Schedule of Locations sets out the Heath locations where events shall be permitted. These locations are grouped into three zones according to the local character of the location. Details are set out in Section 5.

A. Implementation

A transition period of 12 months will apply to facilitate the transition to the new arrangements set out in this policy for events that have occurred previously on the Heath.

B. Frequency and timing

In each calendar year, two major cross-country championships events will be prioritised over other events, namely:

- The London Youth Games Cross-country Championships scheduled in November each year;
- The Southern Cross-country Championships and English National Cross-country Championships scheduled during winter in alternate years.

The number of weekends when more than one large or major event is scheduled shall be minimised and, in this instance, the events shall occur in separate areas across the Heath to minimise impacts on other users.

C. Scale

Events requiring temporary structures to be erected will be limited to the Fairground site at East Heath, hard-standing and surfaced areas and built facilities (as defined as Zone A in the Schedule of Locations).

Restrictions on noise and lighting will be specified.

Events that cover a wider course will be restricted to Zone A locations for erecting or parking any associated infrastructure, equipment and vehicles.

D. Duration

Events located outside of the Lower Fairground site at East Heath will be limited to a duration of two days inclusive of time for setup and break down.

Applications for events that extend over longer periods will be limited to the Lower Fairground site. Generally, events will be planned back to back to reduce time required for set-up and break-down. Conditions will be set to ensure potential impacts on Heath users and neighbours are minimised including noise and vehicle movements during set-up and break-down and during the event.

E. Visitor Impacts

Event applications will be required to set out how impacts on other users will be minimised including traffic movements, noise and litter, to ensure the event is in keeping with the character of the Heath.

F. Exclusions

Events will be excluded from areas of high conservation value. Temporary and seasonal restrictions of specific areas will be enforced, for example, minimising disturbance during waterfowl breeding season or temporarily fencing areas to protect meadows and other sensitive areas.

5. Event Locations

Refer to the Schedule of Locations as presented in the map (appendix 2c) and table (appendix 2b).

Event locations across the Heath are grouped into three broad zones. Event applications will be considered based on an assessment of the suitability of a location, including the local character of the location, the potential impacts on the fabric of the site and on the experience of other visitors and Heath neighbours.

Zone A: Built facilities including hard-standing areas, the Lower Fairground site at East Heath, cafés and terraces, car parks, surfaced paths, sports facilities and other built facilities (for example Athletics Track, hard tennis courts, bandstands).

Zone B: Established Activity Areas including the Upper Fairground site, café environs, turf sports pitches, Whitestone Pond environs, bandstand environs, amenity grass areas (for example, areas adjacent to sports pitches and playing fields, historical playing fields that are no longer in use), education gardens and learning facilities.

Zone C: Wider areas

Events will generally be excluded from the wider and natural areas of the Heath. Large walking and running events that cover a wider course will be limited to paths and existing routes. Exceptions may include cross-country and orienteering events where routes will be planned to maximise dispersal of participants and in consultation with Heath Ecologists and Arborists.

Event applications will be carefully considered in consultation with specialist Officers to define conditions to ensure any potential impacts on the fabric of the Heath are minimised, including protection of tree roots from soil compaction, and the preparation of a condition report before and after the event.

Based on the above assessment, an environmental impact fee may be applied to ensure the natural and heritage values are protected. Refer to Section 7 Fees and Charges.

6. Decision-making and approvals

Event applications will be considered by the Officer Event Group.

6.1. Officer Event Group

The Leisure and Events Manager, the Operational Services Manager and the Highgate Wood, Conservation & Trees Manager form the Officer Event Group which will meet monthly to consider event applications and make recommendations to the Superintendent who holds delegated powers to approve events. Other Hampstead Heath Officers may provide specialist advice as appropriate to the type of event, Event Zone and potential impacts of the proposed event.

6.2. Local Authority permissions

A temporary event notice and other licences from a Local Authority may be required. Applicants should make their own enquiries to the following authorities as applicable:

- London Borough of Camden.
- London Borough of Barnet.

6.3. Event scale and approval timeframes

Events are ranked according to their scale as set in Table 1. Scale considers the size of the event in terms of the number of people attending on any one day and the duration of the event (including time for set-up and break-down). The scale is determined by both the attendance and the duration, whichever is greatest.

This ranking enables the assessment of suitability of events for the range of locations listed in the Schedule of Locations. The scale of an event also informs the conditions and any restrictions that may be applicable and the calculation of the cost of services that are to be provided.

Event applications must be received within the lead-in time stipulated below. Should applications not be received within these lead-in times event applications may be declined.

Table 1: Event Scale

Event Scale	Daily anticipated attendance	Duration including set-up and break-down	Approval	Application to be received	Application Deadline
Minor	1 – 50	Up to a day	Superintendent	At least 3 weeks	None - rolling application process
Small	51 – 500			At least 8 weeks	None - rolling application process
Medium	501 - 2000	Up to 2 days	Superintendent	At least 3 months	None - rolling application

					process
Large	2001 – 5000	Up to 3 days	Committee	At least 6 months	1 Sep 1 Dec
Major	5001 plus	4 or more days	Committee	At least 12 months	1 Mar

6.4. How we make decisions

Applications will be reviewed by the Officer Event Group. An application may be:

- Recommended immediately for the approval of the Superintendent.
- Recommended for rejection on the basis that it does not meet the requirements of the Open Spaces Events Policy.
- Referred to Superintendent for decision (limited to events up to medium scale).
- Referred to Superintendent for consultation with Hampstead Heath Consultative Committee and subsequent approval by the Hampstead Heath, Highgate Wood and Queen’s Park Committee (large and major events).

6.5. Committee consultation

As is current practice, a proposed annual event programme will be presented to the Hampstead Heath Consultative Committee for consideration and representation to the Hampstead Heath, Highgate Wood and Queen’s Park Committee each year. Similarly, an annual report reviewing the events programme will be presented to Committee at the end of each year and will include recommendations for the following year.

Proposals for events that are assessed by the Officer Event Group as unprecedented or unusual, or that fall outside the conditions and criteria set out in this document, will be referred to the Superintendent.

For medium and smaller events, the Superintendent may choose to present the proposal and his recommendations to the Hampstead Heath Consultative Committee for consideration and representation to the Hampstead Heath, Highgate Wood and Queen’s Park Committee.

Large and major events will be referred to the committee process.

In the instance that an unusual event is granted approval, the Superintendent may stipulate conditions such as a requirement for wider community consultation during and after such an event to assess the appropriateness and impacts for future applications.

6.6. Criteria for events at Hampstead Heath

When considering applications for events the Officer Event Group will apply the event success criteria set out in Table 2.

Table 2: Event application criteria

The proposal for an event:	
1	Aligns with the Heath Vision and strategic outcomes for Hampstead Heath.
2	Is appropriate for the proposed location and complies with this Policy for events at Hampstead Heath.
3	Is high quality and includes an event plan which sets out minimum standards for achieving a successful, safe and well executed event.
4	Is sustainable and based on a strong business case.
5	Offers quality and memorable experiences for visitors and participants that connect people with the Heath and local community.
6	Identifies and delivers added value for social inclusion.
7	Promotes Heath values of shared stewardship and collective responsibility.

7. Fees and Charges

Applicable events fees and charges will be determined by the Officer Event Group in accordance with the charging structure set out in Section 7.1 below. The rates charged will be in accordance with the Schedule of Fees and Charges which is revised and approved by Committee annually.

Commercial events will be charged in accordance with the fee structure.

The City of London proudly supports community and charitable events at Hampstead Heath. Charity and community events will be assessed to determine an appropriate reduction or waiver of fees and charges. Generally, the hire charge will be waived for community events. Additional discounts will be determined and applied at the discretion of the Officer Event Group as appropriate.

7.1. Fee structure

Application fee: A non-refundable application fee will be charged for all event applications. This fee is charged to cover the administrative costs of determining event applications.

Reinstatement deposit: A damage deposit may be required, in advance, for each event. The type and size of the event and consideration of any potential remediation works will be relevant to the deposit required. The deposit will be used to fund any remediation works required and any additional costs incurred by the City of London for which the event organiser did not pay a charge.

The costs of any remediation works will be deducted from the deposit before it is returned. Should the deposit not be sufficient to pay for the remediation works or additional costs incurred by the City of London, the event organisers will remain liable for additional costs.

Hire charge: A hire charge may be applied to events on the Heath to reflect the value of hiring this unique outdoor space to event organisers. Days associated with set-up and break-down in addition to the duration on the event will be charged for to offset the loss of amenity for that period.

A holding deposit is included within the hire charge to secure an event location on a specific day. Late cancellation may forfeit this deposit.

Service charge: Where services are provided by City of London to support events, costs will be borne by the event organiser. Rates for services that require staff time or equipment and other services, such as waste disposal, will be based on full cost recovery, as set out in the annual Schedule of Fees and Charges.

Environmental impact fee: This is an upfront fee for events that are likely to have a non-permanent environmental impact. Generally, this fee will be applied to events in Location Zone C.

Donation: Event organisers may wish to make additional voluntary contributions to the Hampstead Heath registered charity to support the cost of managing Hampstead Heath.

8. Cancellation

The Open Spaces Events Policy Part One sets out the Cancellation Policy. Cancellation periods are specified in Table 3.

Table 3: Event cancellation period

Scale	Total anticipated attendance	Notice given for Cancellation	Refund
Minor	1 – 50	Any period	Full refund*
Small	51 – 500	At least 4 weeks Less than 4 weeks	Full refund* Minus 25% of deposit
Medium	501 – 2000	At least 2 months Less than 2 months	Full refund* Minus 25% of deposit*

Large	2001 - 5000	At least 2 months Less than 2 months	
Major	5001 plus	At least 4 months Less than 4 months Less than 4 weeks	Full refund* Minus 50% of deposit* No refund

*minus application fee and City of London expenses

9. Review

A review of this policy will be undertaken at least every three years as set out in the Open Spaces Events Policy Part One. The Superintendent can request a review within that period as appropriate.

The revised policy will be submitted for consideration by the Hampstead Heath Consultative Committee and approved by the Hampstead Heath, Highgate Wood and Queen's Park Committee.