

Committee	Dated: 11 February 2019
Hampstead Heath Consultative Committee - For Discussion	
Subject: Review Events Programme 2018 & Provisional 2019 Events Programme	Public
Report of: Superintendent of Hampstead Heath	For Discussion
Report author: Paul Maskell - Leisure and Events Manager	

Summary

The following Report details the success and learning from the 2018 Hampstead Heath Events Programme and sets out the proposed 2019 Events Programme, which has been compiled in line with the City of London Corporation Open Spaces Departmental Events Policy (Part One) and the site-specific Events Policy for Hampstead Heath (Part Two).

This ensures that events are consistently managed across the Open Spaces Department and that individual events are considered against the potential impact they might have on the particular Open Space where they are planned to take place.

The proposed 2019 Events Programme allows Hampstead Heath to showcase its excellent facilities and highlights the charitable contributions that the City of London Corporation makes to a regional, national and international audiences. 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.

Recommendations

It is recommended that:

- Members note the success of the 2018 Hampstead Heath Events Programme.
- Members of the Hampstead Heath Consultative Committee provide feedback on the proposed 2019 Events Programme (Appendix 2).
- The views of the Hampstead Heath Consultative Committee are conveyed to the Hampstead Heath, Highgate Wood and Queen's Park Committee at their March meeting.

Main Report

Background

1. Hampstead Heath has a long history of holding events. These are designed to attract new audiences and promote the health and well-being of our visitors.
2. The Hampstead Heath Site Specific Events Policy, which was approved in September 2018, sets out the framework for making decisions about events at Hampstead Heath.
3. In order to facilitate this policy framework, the Leisure and Events Manager, the Operational Services Manager and the Highgate Wood Conservation & Trees Manager form the Officer Event Group (OEG) which meets monthly to consider event applications.
4. The OEG considers the following criteria when assessing the suitability of events:
 - Aligns with the Heath Vision and strategic outcomes for Hampstead Heath.
 - Is appropriate for the proposed location and complies with the Open Spaces Departmental Events Policy Parts One and Two.
 - Is high quality and includes an event plan which sets out minimum standards for achieving a successful, safe and well-executed event.
 - Is sustainable and based on a strong business case.
 - Offers quality and memorable experiences for visitors and participants that connect people with Hampstead Heath and local community.
 - Identifies and delivers added value for social inclusion.
 - Promotes the Heath Vision values of shared stewardship and collective responsibility.
5. The OEG has already referred three event applications for Committee approval and these were considered by this Committee in October 2018 and agreed by the Hampstead Heath, Highgate Wood & Queen' Park Committee in November 2018.

Current Position

6. The 2018 Hampstead Heath Events Programme consisted of over 115 sports, well-being and cultural events, culminating with the Christmas Day swim at the Men's Pond. A summary and highlights of the 2018 programme has been prepared, see appendix 1.

Highlights of the 2018 Events Programme

7. 10-13 May – Affordable Art Fair had a successful event although attendance figures were down from 17,000 to 15,500.
8. 19 May – Highgate Harriers' 'Night of the 10,000m PBs' once again attracted top entries from 27 European countries, extensive media coverage and many spectators – the event was free to attend.

9. June-August – The bandstands at Parliament Hill and Golders Hill Park were the focal point for the 2018 Summer Music Programme, with 26 bands performing.
10. July – Despite competition from the World Cup Final and Wimbledon Men's Tennis Final, around 5,000 people took part in the Give It A Go! Festival.
11. 2 September – The 20th Hampstead Heath Duathlon saw 55 teams of athletes enjoying the chance to run across the Heath and take the plunge in each of our swimming facilities.
12. 18-28 October – Zippos Circus had the best-attended opening night of all their ten visits to the Heath and proved popular throughout their ten-day stay, in the face of largely peaceful protest groups and anti-circus demonstrations.
13. 18 November – For the first time, the London Youth Games attracted entries from all of the Capital's 32 Boroughs.
14. All year – A total of eighteen Wedding & Civil Ceremonies took place at Hampstead Heath during 2018, with the Hill Garden hosting eight weddings, making it our most popular venue.

Proposed 2019 Events Programme

15. The proposed 2019 Events Programme is appended to this Report (see Appendix 2).
16. Whilst recognising that this is a transitional phase, all the events listed in the 2019 programme have been reviewed by the OEG and support the principles set out in the Events Policy.
17. Three major 2019 events were discussed and agreed by Members in November 2018, these being the Affordable Art Fair, Race for Life and the Highgate Harriers' 'Night of the 10, 000m PBs.
18. The OEG will prepare a summary table to demonstrate how large, major and/or unusual events meet the events criteria to aid discussion with Members.
19. The OEG have received applications for a Circus event and a Cross Country event during the autumn/winter 2019. These will be reviewed at the next meeting of the OEG and subject to meeting the criteria the Superintendent will consult Members of this Committee by email in relation to these events.

Publicity

20. Once agreed, the 2019 Events Programme will be advertised to the public via the Hampstead Heath Diary. Where applicable event bookings can be made online via Eventbrite.

Corporate & Strategic Implications

21. The Events Programme directly supports the Hampstead Heath Management Strategy 2018-2028 Strategic Outcomes A: The Heath is maintained as a flourishing green space and historic landscape, B: Improved quality of life for Heath visitors, C: The Heath is inclusive and welcoming to a diverse range of

visitors and D: Greater number of and diversity of People taking care of the Heath.

22. The Policy also meets the three objectives and outcomes set out in the Open Spaces Business Plan 2018-19 (a) Open spaces and historic sites are thriving and accessible, (b) Spaces enrich people's lives and (c) Business practices are responsible and sustainable.
23. This Policy contributes towards the achievement of the three aims set out in the City of London Corporate Plan 2018-23. Contribute to a flourishing society (1-4), Support a thriving economy (5) and Shape outstanding environments (9-12).

Financial Implications

24. The Events Policy details the framework for event cost recovery. The associated charges for holding events are set out in the annual Fees & Charges Report for Hampstead Heath which is review and approved by Members on an annual basis.

Conclusion

25. The proposed 2019 Events Programme incorporates a wide range of events that promote health and well-being, while being fully in keeping with the aims of the Events Policy and contributing to achieving the Management Strategy Outcomes.

Appendices

- Appendix 1: Highlights of the 2018 Events Programme
- Appendix 2: Provisional 2019 Events Programme

Contact

Paul Maskell
Leisure and Events Manager
T: 020 7332 3772