

Appendix 1

2018 Events in detail

The Affordable Art Fair (AAF) welcomed 15,550 visitors between 10 and 13 May, this was a decrease in footfall of 1,500. This was a slight dip on 2017's numbers but the fair overall saw a buoyant atmosphere and a smooth tenancy on the Heath.

The **Highgate Harriers' Night of the 10,000m PBs** was held on 19 May and received extensive international media coverage. The event has grown from hosting the British National Championships to nowadays hosting the European Cup, with athletes from 27 nations competing. Thousands of spectators enjoyed this free event, including VIPs such as Lord Sebastian Coe (IAAF President), Ronnie Sullivan OBE, Olympic medallist Wendy Sly MBE and President of European Athletics Sven Arne Hansen. A fly-past by the RAF Typhoon Squadron was an added attraction. The BBC televised the event for the first time and over 50,000 viewers watched the races live, despite competition from the Royal Wedding and FA Cup Final. The event continues to demonstrate how a not-for-profit volunteer initiative can both positively engage the local community and become a world-class track event, with four of the participating athletes running fast enough to feature in the IAAF Global Top 10 rankings. The 2019 event will take place on 6 July and will once again welcome the best of Europe, while also hosting the Team GB trials for the IAAF World Championships taking place in Doha. Negotiations are continuing with the BBC to promote the event on their Red Button platform, so that it can be accessed by an even wider audience.

The **2018 Summer Music Programme** at the Parliament Hill and Golders Hill Park bandstands included 26 band performances from June until August. The three Friday night concerts at Parliament Hill were a great success, with over 3,000 people supporting these much-loved concerts.

The **Give It A Go! Festival** was held on 16 July, in partnership with the London Borough of Camden and other partners from around the Borough. Due to this year's very hot conditions, both the Mayhew Dog Show and Operation Centaur (showcasing the Shire horses) were cancelled. However tasters were offered of all the following sports: fencing, athletics, football, rugby, bowls, croquet, assault courses and T3 lawn table tennis, plus Lawn Tennis incorporating the great British Tennis Weekend. This year British Volleyball also took part, offering coaching, taster sessions and organized matches. The event attracted over 5,000 people, which was slightly down on last year, probably because the World Cup Final and the Men's Wimbledon Final were being played on the same day. However, there was good positive media coverage in both local papers, as well as plenty of positive comments from customers.

Some 299 people in 55 teams participated in the **20th Hampstead Heath Duathlon** on 2 September. Numbers were up on 2017 and competitors also received a 20th anniversary T-shirt. The event is managed in partnership with Hampstead Rugby Club and ParkRun and offers an opportunity for participants to run across the Heath and swim in each of our swimming facilities.

Zippos Circus returned to the Heath after completing a comprehensive risk assessment to manage the possibility of demonstrations and protest groups attending the event. Their ten-day stay at the end of October featured acrobatics, horses, music and clowns, in a circus tent on East Heath. The event was well attended, with the opening night being their best here in ten years. The risk assessment audit advised on new security measures, which were introduced. These included a new entrance to the fair, fencing around the perimeter of the event and the event organiser [Zippos] being responsible for monitoring the activities of the protesters at the event, while also being the first point of contact for the Metropolitan Police. Throughout the ten-day stay, there were sporadic protests prior to circus performances. Overall there were four nights of protest, with a maximum number of seven protesters in attendance and a minimum number of 2. These protests were peaceful and were managed effectively by the Zippos team.

The **London Youth Games** attracted over 2,000 entries, which for the first time came from all 32 Boroughs. Jon Hughes, Chief Executive Officer of the London Youth Games, said: *“What an incredible way to start the 2018 London Youth Games season, with school children from every London borough coming together. Our thanks go out to the City of London, the South of England Athletic Association and our dedicated team of volunteers for their continued support in making this event such a great success.”*

A total of eighteen **Wedding & Civil Ceremonies** took place here during 2018. The Hill Garden has become the most popular location, being the venue for eight weddings. A number of larger weddings have been held there, as they can be easily accommodated in this location. The Rotunda has closely followed this, with seven ceremonies taking place there, and the Belvedere has had three weddings. Feedback from clients and guests is extremely positive. It is clear that the high quality of service provided remains critical to the continued success of the venue.