

Committee(s)	Dated:
Policy & Resources Committee Streets & Walkways Sub Committee Culture, Heritage & Libraries Committee	21 February 2019 26 February 2019 25 March 2019
Subject: Special Events on the Highway	Public
Report of: Director of the Built Environment	For Decision
Report Author: Ian Hughes, Assistant Director (Highways)	

Summary

This report outlines the major special events planned for 2019 and provides Members with an opportunity to consider & comment on the appropriateness of those events, taking into account their nature, scale, impact and benefits.

In summary, there continues to be a relative stable core of 14 regular sporting, ceremonial or celebratory events likely to take place on the City's streets in 2019, with the likely exception of the cycling Nocturne, which is currently doubtful for this year. These core events are typically highly professional and extremely well-run, generating a range of charitable, reputational and promotional benefits to the City, and delivered with the minimum of fuss or complaint.

Around that core programme is an increasing variety of one-off events that aim to support the City's Cultural and Visitor agendas, its Transport Strategy and / or the aims & objectives of key City partner organisations and community groups.

For 2019, the likely programme of additional events includes:

- a series of events to promote the City's cultural activities, including various trails, processions & art installations, follow-ups to last year's Smithfield 150 anniversary celebration and activities in Aldgate Square;
- events delivered in conjunction with external cultural partners such as the London Festival of Architecture, Historic England and the Illuminated River Foundation;
- a Lunchtime Street event to help promote Road Danger Reduction as part of the City's evolving Transport Strategy.

The report also notes a number of events still in development which will be subject to further consideration and review, with Members updated accordingly in due course.

In parallel, this report also notes the increase in authorised filming activity taking place on City streets, with the Square Mile's iconic backdrop attracting a series of major production companies using new powers to request road closures. However,

care must be taken to ensure this welcome promotional tool does not cause disproportionate disruption to local stakeholders and transport users.

Finally, this report also notes for Streets & Walkways Sub Committee the event-related 'benefits in kind' granted to charitable & other organisations in 2018.

Recommendation(s)

Members are recommended to:

- Agree to support the regular core events programme listed in paragraph 5 and detailed in Appendix 1.
- Agree to support the additional Cultural, Visitor & Transport Strategy events outlined in paragraphs 18-36, subject to the appropriate degree of due diligence regarding safety, licencing approval, traffic orders (where required) and impact on local stakeholders.

Members of Streets & Walkways Sub Committee are recommended to:

- Note the Benefits in Kind listed in Appendix 4.

Main Report

Background

1. This report provides an update to Members on the programme of on-street special events currently planned to take place in 2019. Although some events are more commercial than others, most are organised with the intention of raising money for charitable causes or promoting specific City strategies and Mayoral initiatives. Each event aims to deliver some form of social, financial or community benefit, but the City's long-term approach has been to ensure that the impact on residents, businesses and traffic must not be disproportionate.
2. Planning for each major event takes place well in advance in order to minimise their impact on others and to co-ordinate them into the wider programme of works taking place on the City's streets. Officers from the Department of the Built Environment lead this process with the assistance of a variety of departments, including Town Clerks, Markets & Consumer Protection, Remembrancers and the City Police.
3. The Director of the Built Environment has delegated authority to write traffic orders for roads to be closed for special events, so Member approval for each major event is not required. However, there are established guidelines for officers to follow in determining the suitability of events (including the process for appropriate political oversight), enabling the provision of advice for organisers and setting out the procedure for consents & approvals.
4. Key to the process for supporting large scale events remains the Safety Advisory Group (SAG), which examines event proposals from the organiser to seek assurance that the event will be safely managed. The City's SAG is chaired by the City's Strategic Security Director, and comprises various City divisions

including Highways, Environmental Health and Contingency Planning, as well as the emergency services, Transport for London and other interested parties.

Events Calendar 2019

5. The City's on-street event programme has developed a consistent rhythm, with a core programme of 14 substantial, well-run and popular events becoming established over time. Full details behind each of these events can be found in Appendix 1, but they can be separated into three distinct categories:

Sporting

- Winter Run – Sunday 3 February 2019
- London Landmarks Half Marathon (Tommy's) – Sunday 24 March 2019
- Adidas City Run – Sunday 7 April 2019
- London Marathon – Sunday 28 April 2019
- Vitality 10k Race – Bank Holiday Monday 27 May 2019
- Nocturne Cycling – Saturday 8 June 2019 (TBC)
- Great City Race – Tuesday 16 July 2019
- London Triathlon – Sunday 28 July 2019
- Ride London Cycling – Sat 3 & Sun 4 August 2019
- Bloomberg Square Mile Run – Thursday 26 September 2019 (TBC)
- Royal Parks Half Marathon – Sunday 13 October 2019

Ceremonial

- Cart Marking – Wednesday 17 July 2019
- Lord Mayor's Show – Saturday 9 November 2019

Celebratory

- New Year's Eve – 31 December 2019
6. This core group of events is organised by experienced and professional event management companies with well-established routes, detailed communications plans and effective working relationships built up over time with the City of London, Transport for London and Westminster City Council (the three key highway authorities for events in Central London).
 7. This core list of events has remained relatively stable over several years, with the only recent addition being the London Landmarks Half Marathon which proved to be highly successful last year. As a group, they generally remain popular with the public & participants, they are safely managed, and they provide the City with a range of secondary benefits, including publicity & footfall, visibility on the international stage, connections to the charitable sector and (in some cases) funding for the City's own events and programmes.
 8. To be clear, event organisers are aware that they do not have a permanent agreement to hold their events on our streets, but permissions are typically

granted on three-year cycles to allow event managers to plan ahead for publicity and commercial reasons. However, as can be seen in Appendix 3 (which sets out the established events assessment matrix), these events are typically considered 'Green' in terms of delivering a positive balance between the benefits they bring against the impact they cause.

9. In terms of the core 14 events, the key points to note for 2019 are:

- the Adidas City Run event has been brought forward into April (at the organiser's request), which helps to spread the programme throughout the year rather than concentrating on the summer window (see Appendix 2);
- moving the Great City Race from a Thursday to a Tuesday evening has greatly reduced its impact, plus last year's change in route to avoid Guildhall was a major improvement, significantly reducing complaints as a result;
- the London Landmarks Half Marathon proved to be a highly successful and well-run first year event, with nearly £5m raised across more 100 charities. Having proven their concept, Tommy's have increased the entry this year from 10,000 to 13,000 runners, with 178 charity partners on board and over 250 individual activities planned.

10. The only event at risk for 2019 is the Nocturne, which despite being popular with the public, has had various funding, organisational and safety difficulties in the recent past. At present, no formal application has been made for 2019 and there is a considerable likelihood the event will not take place. In particular, it is understood there could be another change in delivery partner, and if correct there is unlikely to be sufficient time to complete the necessary checks to ensure the event can be safely & successfully delivered.

11. Before moving onto cultural, community and other events, it should be noted that two specific items related to the above list will be addressed by separate Committee reports, namely the 2019 Lord Mayor's Show and the use of the City's Anti-Terrorism Traffic Regulation Order (ATTRO). However, in terms of the ATTRO, it can be noted here that only one event required its use in 2018, namely New Year's Eve as part of the wider policing operation led by the Metropolitan Police.

One-Off Events in 2019

12. Away from the core event programme outlined above, there has been a considerable degree of year-on-year fluctuation in terms of the number and extent of major one-off special events. Despite the benefits they bring, these events typically require a disproportionate resource commitment, bringing with them the potential to cause significant disruption to the lives of residents and 'business as usual' activity in the City without the benefit of previous experience or a well-structured learning curve.

13. In previous years, these sorts of events have included:

- the Tour de France (2014)
 - the Royal Marines Regimental parade (2014)
 - the Afghanistan Commemoration at St Paul's Cathedral (2015)
 - the Great Fire of London events (2016)
 - the International Association of Athletics Federations marathon (2017)
14. Members will recall that last year saw the Culture Mile light & sound installation at Beech St, the Smithfield 150 celebrations, road closures to support the Commonwealth Heads of Government visit and the Royal Fusiliers regimental parade to Guildhall.
15. Each event was successful in its own right, but only as a result of significant input and co-ordination from officers, understanding the concept, influencing the event plans and taking action to minimise disruption to other stakeholders before granting the necessary consents. (Members may recall last year's efforts to reduce the timeframe for road closures before & after the Beech St art installation because of the anticipated impact on the road network during the week.)
16. As the City increasingly aspires to draw its cultural offer out onto its streets, activating the public realm in the process, this co-ordination and balance between benefit and impact will become more challenging, whether anchored in the new Culture Mile quarter, around our established iconic streets & spaces, or taking advantage of new public realm opportunities such as Aldgate Square.
17. To illustrate this trend, 2019 is likely to see the largest number of on-street cultural & other assorted events being proposed since the Olympics. At the time of writing, these events include:

Cultural

Culture Mile: Smithfield Area (Weekends of 18/19 May & 24/25 August)

18. Two events are likely to take place in the Smithfield area this year as part of the continuing evolution of the Culture Mile's on-street entertainment offer. Detailed discussions involving timing, footprint and impact are now underway, but briefly they are likely to involve:
- A two-day weekend classical music festival attracting an audience of around 8,000 (18 & 19 May);
 - A one-day Sunday street festival similar to last year's Smithfield 150 (but likely smaller in scale) on Sunday 25 August, with road closures likely on both Saturday & Sunday for the event's construction and de-rig.

London Festival of Architecture (Various locations from June onwards)

19. A series of small-scale artistic & cultural installations are planned as part of the London Festival of Architecture, including:
- The temporary conversion of a small number of parking bays or kerbside areas to create three bespoke public 'parklets', transforming these small

spaces into a place to rest, relax and admire the City. These 'parklets' will be selected as part of a competitive design process to help showcase the potential for kerbside space to offer places for people to gather, to improve health & wellbeing and to introduce greenery.

- A second competition to create a temporary River View installation will run alongside the City's 2019 cultural programme entitled 'Fantastic Feats: The Building of London'. The aim will be to identify & select an innovative and creative proposal for a temporary structure on the City's Riverside Walkway that will enhance the look & feel of the location and transform the way in which people view, enjoy and interact with the River Thames.
- A repeat of last year's public benches and art installation project (the latter outside St Paul's Underground station) in conjunction with the Cheapside Business Alliance.

Bodies in Urban Spaces: Dance performance and procession by artist Willi Dorner
(13 & 14 June: Moorgate and Barbican area)

20. Willi Dorner's 'Bodies in Urban Spaces' asks audiences to reflect on their urban surroundings and their own movement behaviour and habits. Best described as a moving trail which sees choreographed dancers lead spectators through public and semi-public spaces, this work lasts one hour and is repeated twice a day (at lunchtime and after work).

Volo: Dreams of Light by Brendan Walker
(18-22 June: Various locations inc St Paul's and 30 St Mary Axe (The Gherkin))

21. 'Volo: Dreams of Light' is a public, site-specific, virtual reality playground swing installation that responds to the architecture and history of several iconic London landmarks. It will be designed to make riders 'scream' with a mixture of fear and delight, with classic chain swings expected to appear in four public spaces around the Square Mile for five days during June. Passers-by can either watch or take part.

Performance & procession by artist Générrik Vapeur
(7 Sept: Cheapside area)

22. This Saturday event is proposed to be a moving processional piece which the audience will follow for 90 mins. A major City sponsor has been secured for this event, which will involve moments of static performance where the procession will stop in an area to perform a scene and then move on, potentially closing some streets in the process.

'What Remains' trail & projections by Historic England
(25 – 27 Oct: St Paul's Cathedral & surrounding area)

23. Historic England are commission a literary organisation and digital media company to create an evening of projects around St Paul's Cathedral. It will tell a new short

story inspired by the heroism of the people who protected St Paul's in times of conflict, as well as the destruction of the area and post war rebuilding. Visitors will first be led down the streets and alleys surrounding St Paul's as snippets of the story and archive images are projected onto buildings and walls, then taken towards the Cathedral and into the grounds, where the final piece of the story will be told with images and words projected onto the building.

Illuminated River Foundation
(Date TBC: Thames Riverside;)

24. Members may recall that with the support of the City Bridge Trust, the charitable Illuminated River Foundation intend to complete the night-time transformation of Millennium, Southwark, London and Cannon rail bridges later this year. Discussions on how to celebrate the launch of this significant lighting artwork are in their early stages with exact dates dependent on the installation programme, but the 'switch on' is expected to happen one evening during the course of the summer.

Community

Aldgate Square

25. Aldgate Square has proven to be a highly attractive addition to the City's public realm and has the potential to host a year-round inclusive and vibrant community events programme. For this year, the Cultural and Visitor Development Team (CVDT) will take on the curation and management of events in the Square as a pilot operation, supported by funding from The Aldgate Partnership.
26. This will include curating a programme of both City Corporation and third-party events via a coordinated Aldgate Square diary, providing event management advice, guidance and support for community groups wanting to use the space, and liaising directly with the Highways Team to ensure all the relevant permissions and procedures are undertaken appropriately.
27. A full programme of events is still being developed, but discussions currently include:
- A two-week exhibition by the Guildhall Library (June)
 - A two-week exhibition by the London Metropolitan Archive (July)
 - The return of the Aldgate Square Festival produced by Aldgate Community Events (July)
 - A family circus day produced by the CVDT (August)
 - The return of the Aldgate Square Lantern Parade and Christmas Fete produced by Aldgate Community Events (December)
28. Over the course of the year, the CVDT will monitor and evaluate the success of the events programme, gathering data on the number & type of events, their demographic, their attendance levels and audience feedback. A final report will then be produced to inform decisions about the management of the Square going forward.

Sheep Drive
(Sunday 29 Sept: London Bridge)

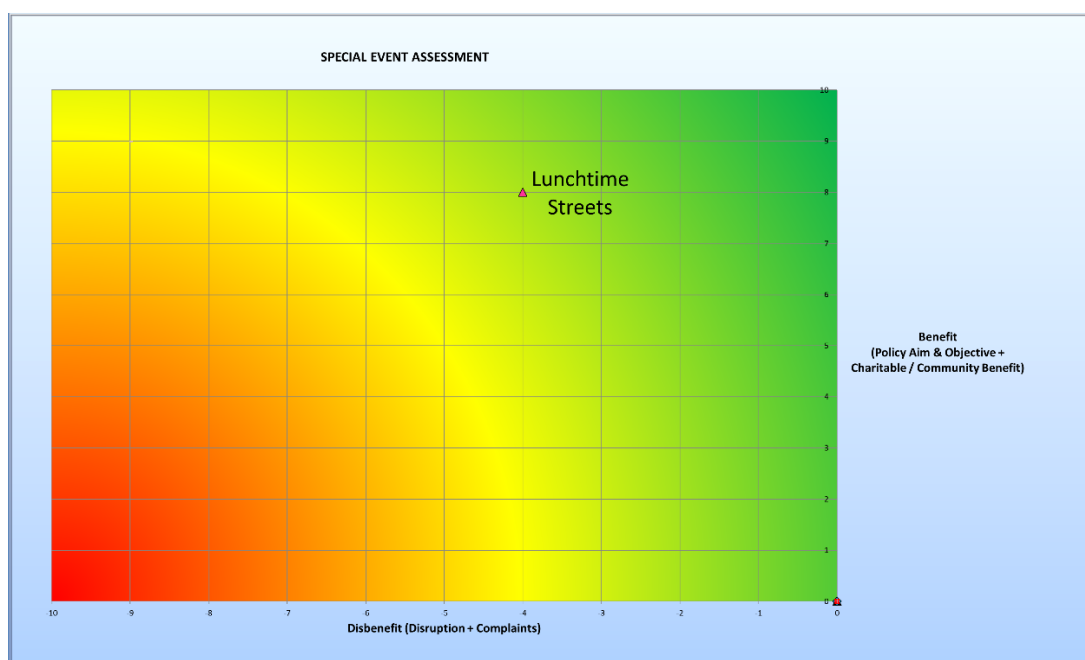
29. For several years, the Worshipful Company of Woolmen have organised a highly successful sheep drive over London Bridge, using barriers to create the necessary pens to enable the event to take place without closing the road to vehicle traffic. However, it is now understood that the Woolmen would like Transport for London (as the Highway Authority) to consider a full closure of London Bridge to enable the event to expand, with space to incorporate a trading market as part of the event on the bridge.
30. This request would considerably expand the impact of the event on the road network, requiring a more extensive traffic management & stewarding plan, as well as a much greater degree of co-ordination with other activities on the network. At the time of writing, TfL are considering the request before the matter can move forward, with the City helping to advise what might be required.

Healthy Streets & Transport Strategy

Lunchtime Streets (City of London event)
St Mary Axe (12-16 August) & Chancery Lane (TBC)

31. The events & installations listed above largely take place at weekends or in the evening, so they are not expected to significantly impact pedestrian flows or traffic. The only event where a street will be closed during the working day is likely to be the Lunchtime Streets initiative, promoting the City's wider Transport Strategy, the Active Travel Plan and road danger reduction in general. As a result, this event is covered in slightly more detail below.
32. The Transport Strategy proposes the use of timed and temporary street closures to help make streets safer and more attractive places to walk, cycle and spend time. As a way of promoting the benefits of such an initiative, it is proposed to launch a Lunchtime Streets programme this year, starting with a location (St Mary Axe) that exhibits high concentrations of pedestrian, cycling and delivery vehicle activity, particularly at lunchtimes.
33. Working with local businesses and Ward Members, a considerable amount of enthusiasm has been generated to support this event, with deliveries retimed to create space for cycling workshops, street art & culture, music and other activities. Due to this pre-planning engagement, the effect on traffic and local businesses is expected to be significantly reduced.
34. The event is planned to take place over one week in August between the hours of 11.30am and 2pm each day, albeit a smaller scale event during Q1 2019 may be used to raise interest for the main event later in the year. This would be implemented in conjunction with the current closure of Leadenhall St and St Mary Axe for street works.
35. Using the criteria outlined in Appendix 3, the event assessment is set out below.

<i>Lunchtime Streets</i>	Criteria	Rating	Score
Benefit	Policy Aims & Objectives	Transport Strategy proposal	5
	Charity / Community	Significant community benefit	3
<u>Total Benefit</u>			8
Disbenefit	Disruption & Impact	Medium impact road closures	-3
	Likely Complaints	Small number possible	-1
<u>Total Disbenefit</u>			-4



36. In addition to this event, the City has been approached by the Chancery Lane Association to consider a similar type of event on the boundary between the City, the London Borough of Camden and Westminster City Council later this year. No firm proposal has been made as yet, but depending on the success of the St Mary Axe event and degree of support regarding this aspect of the Transport Strategy, further requests for such events may be expected.

Car Free Day; Greater London Authority & Transport for London
(Area between London & Tower Bridges; 22 September)

37. In contrast to the City's careful long-term planning and engagement with the local community to grow support for the Lunchtime Streets event at St Mary Axe, Transport for London have just recently approached the City to support an event to promote air quality and celebrate walking & cycling in conjunction with the international Car Free Day on Sunday 22 September.

38. Building on a successful event in Greenwich Town Centre last year, the GLA & TfL's ambition is to use various road closures, including Tooley St, Tower Bridge and Eastcheap, to organise activities including health checks, sport, street art, food stalls, play areas and bike trials.
39. However, funding from the GLA for this proposal is currently unclear, and the process necessary to arrange for the necessary consents & approvals, activation and local community engagement makes this a highly ambitious and challenging proposal to safely & successfully deliver this year. In particular, major highway activities in Cannon St and London Bridge may limit the availability of these streets for this purpose, and significantly more information would be required before the City could be in position to agree such an event.

Road Closure Volumes (Filming & Events)

40. The table below notes the increasing numbers of road closure applications received from different sources over recent years. The predominance of activity to support building development and utility work in the Square Mile has been covered in the recent report to the Planning & Transportation and Streets & Walkways Committees, but there is also an obvious increase in applications noted as 'Other' in the last two years, largely consisting of filming & events.

Road Closure Application Volumes

Type / Year	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Developments	107	101	155	231	175	214
Utilities	52	62	67	89	95	91
Emergencies	69	26	57	68	38	35
CoL	25	40	85	89	78	93
Other	8	3	18	17	51	88
Total	261	232	382	494	437	521

41. In addition to the trend for more cultural activity on-street, legislative changes in 2016 made it possible for roads to be closed for filming, allowing some of the largest Hollywood and UK production companies to use the City's iconic sights and 'quiet' weekends as backdrops. This has generated a significant uplift in road closure applications which need to be co-ordinated with other activity on the network and managed in terms of minimising their impact on local residents and businesses.
42. It would appear that the City has not yet started to suffer from filming 'saturation' in the same way that some residents (such as those on Upper Thames St) can suffer event 'fatigue'. However, regular use of the same streets around iconic locations does have the potential to reduce the tolerance of residents, local stakeholders and key partners such as Transport for London.

43. Nevertheless, the benefits to the City's Cultural Strategy of retaining the Square Mile as a primary film location mean that well-managed, well-communicated filming can be a key promotional tool for the City Corporation for the foreseeable future, connecting the Square Mile to the very heart of this world-renown creative industry.

Benefits in Kind

44. The City Corporation gives around £55m pa to charities either directly or through its trusteeship, but in addition, the City also gives significant benefits in kind, defined (for this purpose) as:

- Abatement of a full commercial rent;
- Abatement of a fee or charge for services provided; or
- Provision of goods or materials free of charge, or at a reduced charge.

45. The Director of the Built Environment has delegated authority to waive fees and charges on a case by case basis in accordance with the Member-approved guidance that sets out the likely circumstances where this can be done. For some time, DBE has summarised this information for the Finance Grants & Oversight Committee, but to improve transparency of the decision making behind this process, that Committee now recommends that all current benefits in kind with no identifiable end date should be reviewed by the relevant department or Committee, and a recommendation made as to the on-going provision of each benefit.

46. Therefore, for the purposes of transparency, Members of Streets & Walkways Sub Committee (as the spending Committee for special event management) are asked to note the Benefits in Kind provided under this protocol and set out in Appendix 4. Further details on any particular benefit can be provided on request.

Conclusion

47. This report summarises the major events planned for 2019, and in particular, notes the increasing trend for on-street cultural activity to supplement the core number of established major events. 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 – Core Event Programme for 2019
- Appendix 2 – Core Event Timeline for 2019
- Appendix 3 – Summary Event Assessment for 2019
- Appendix 4 – Benefits in Kind for 2018

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APPENDIX 1 – Core Event Programme for 2019

EVENT	DAY & DATE	TIMES	ORGANISER	APPROVAL AUTHORITY	BENEFIT OF EVENT	NO.	EVENT HISTORY	CITY OF LONDON ROUTE
Winter Run	3 February	8 am – 2 pm	Human Race Ltd	City of London	Community event raising money for charity	16,000	5 th year	City Streets, and Westminster (WCC)
London Landmarks Half Marathon	24 March	7 am – 6 pm	Tommy's (with Human Race Ltd)	City of London & City of Westminster	Community & Charitable Event	13,000	2nd Year	Iconic sites within the City
Adidas City Run	7 April Sunday	8am-2pm	CSM Ltd	City of London	Raising money for local and national charities.	2,000	2nd year with CSM; 7 th overall	St Paul's, Cannon Street, Queen Victoria Street, Bank area, Cheapside
London Marathon	28 April Sunday	7am-7pm	London Marathon Limited	Transport for London	Significant charity fund raising, plus surplus used to support specific sporting projects.	40,000	Established event of more than 20 years	Embankment & Upper / Lower Thames St

Vitality 10K Race	27 May Bank Holiday Monday	10am-12.30p m	London Marathon	Westminster / City of London	Funds from this race promote sporting initiatives to the City's resident and workforce population	15,000	12 th year	WCC, Holborn, Holborn Viaduct, Cheapside to Bank area and back to WCC
Nocturne	8 June (Saturday)	Night	Nocturne Series	City of London	High participant night-time cycling race	500	13 years overall but 4 th year for the new route	Cheapside, King Street, Gresham Street and immediate environs
Standard Chartered Great City Race	16 July Tuesday evening	6.30pm - 8.30pm	London Marathon Ltd	City of London	Popular with City institutions & sponsored by a City company. Funds also help promote sporting initiatives to the City's resident and workforce population	6,000	14 th year	City Road, London Wall, Bank area & Cheapside.
Cart Marking	17 July	7 am – 2 pm	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	28 July Sunday	7 am – 5 pm	Innovision	TfL, Westminster City Council	Sporting Event	15,000	Annual event	Lower route (Victoria Embankment)

Prudential RideLondon	3/4 Aug Saturday / Sunday	7am- 6pm	TfL (with London Surrey Cycle Partnership & London Marathon Trust Ltd)	Transport for London, City of London & other highway authorities	Mass participation event to promote cycling, inc Mayoral initiatives.	75,000	7 th year	Central CoL & Holborn, Holborn Viaduct
Bloomberg Square Mile	TBC September (evening)	5 pm – 8.30 pm	Square Mile Sport	City of London	Fun Run raising money for charity	5,000	More than 10 years	Gresham Street
Royal Parks Half Marathon	13 October Sunday	9am- midday	Limelight Sport	Royal Parks and Transport for London	Charitable event for Royal Parks Foundation.	15,000	12 th year	Victoria Embankment west of Blackfriars.
Lord Mayor's Show & Fireworks	9 Nov Saturday	7am- 7pm	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 Tuesday	From b/w 2- 10pm until after midnig ht	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

APPENDIX 2 – Core Event Timeline for 2019

2019 Timeline: Core events

Date	Event	Disruption
03/02/2019	Winter Run	-2
24/03/2019	London Landmarks Half M.	-4
07/04/2019	Adidas City Run	-2
28/04/2019	London Marathon	-3
27/05/2019	Vitality 10k Race	-3
08/06/2019	Nocturne	-3
16/07/2019	Great City Race	-5
17/07/2019	Cart Marking	-1
28/07/2019	London Triathlon	-2
3&4/8/2019	RideLondon	-3
Sept (TBC)	Bloomberg Sq Mile	-1
13/10/2019	Royal Parks Marathon	-2
09/11/2019	Lord Mayor's Show	-5
31/12/2019	New Years Eve	-4

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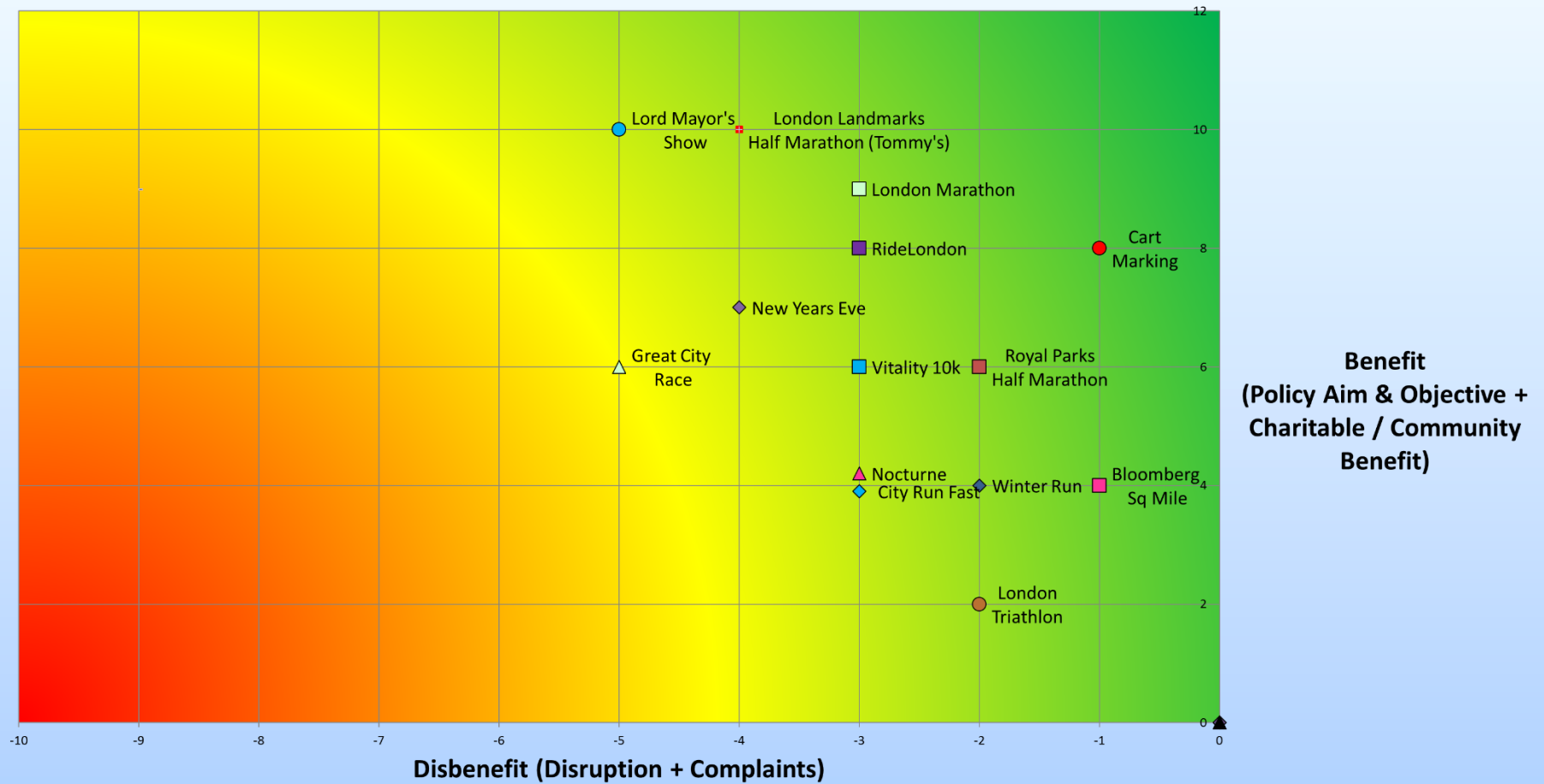
APPENDIX 3 – Summary Event Assessment for 2019

An Event Assessment Matrix is applied to each event to determine its benefits and dis-benefits, 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:

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)

Using these criteria, the relative assessment for the planned known events in 2019 is represented on are currently as follows:

CORE EVENT ASSESSMENT (2019)



APPENDIX 4 – Benefits in Kind (2019)

Date	Event Name	Application	Traffic Order	Hoarding Licence	Parking Suspension	Parking Permit	Total
07.02.2018	Founders Day	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00
01-11,03.2018	Marie Curie Light House	£65.00	£0.00	£25.00			£90.00
30.03.2018	Way of the Cross	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
07-08.04.2018	Romanian Easter	£300.00	£600.00				£900.00
14.04.2018	Games Character Festival	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
06.05.2018	Brass on the Bus	£65.00	£0.00	£0.00	£0.00	£32.00	£97.00
10.05.2018	Get Safe Online	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
14.06.2018	Bike to the Future	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
18.06.2018	Beating the Bounds Ceremony	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
18-22.06.2018	Sounds Like London	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
21.06.2018	Make Music Day - London Bridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
21.06.2018	Make Music Day - Paternoster Sq	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
22.06.2018	Kindertransport Charity Ride Finish	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
23.06.2018	ABS Chicken Run	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
23.06.2018	St John Ambulance	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00
24.06.2018	Guy's Cancer Survivors Walk	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
25-29.06.2018	Sounds Like London	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
28.06.2018	Ceremonial Event	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00
28.06.2018	Jazz in the Lanes	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
30.06.2018	City Sculpture Fest	£65.00	£0.00	£2,500.00	£0.00	£0.00	£2,565.00
05.07.2018	City Beerfest	£65.00	£0.00	£0.00	£0.00	£768.00	£833.00
18.07.2018	Cart Marking	£300.00	£600.00	£0.00	£2,115.00	£1,600.00	£4,615.00
21.07.2018	Gigs 2018	£65.00	£0.00	£25.00	£0.00	£1,600.00	£1,690.00
23.7-13.8.2018	Lost City	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
24-27.07.2018	Gigs 2018	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
01-03.8.2018	Gigs 2018	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
25-27.08.2018	Smithfield 150 (30000 px)	£300.00	£600.00	£0.00	£5,000.00	£0.00	£5,900.00
28.08.2018	COL Road Safety Campaign (100 px)	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
05.09.2018	Ceremonial Event	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00

09.09.2018	Firefighters Memorial Parade (1500 px)	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
09.09.2018	Merchant Navy Day (500 px)	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00
16.09.2018	London Pearly Kings & Queens Harvest Festival Parade (500 px)	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00
21.09.2018	St Matthews Day Parade (400px)	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00
21-23.09.2018	City of Women Procession (2000 px)	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
25.09.2018	Victorian Parade	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
25.09.2018	The Long Long Lunch (150 px)	£65.00	£0.00	£25.00	£0.00	£0.00	£90.00
30.09.2018	Sheep Drive (650 px)	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00
13.10.2018	LFB Procession (300 px)	£300.00	£0.00	£0.00	£0.00	£0.00	£300.00
19-20.10.2018	Processions in the City (1000 px)	£75.00	£0.00	£30.00	£0.00	£0.00	£105.00
21.10.2018	COL & COLP Exercise	£65.00	£0.00	£25.00	£0.00	£0.00	£300.00
04.11.2018	Submariners Remembrance (150 px)	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00
11.11.2018	Remembrance Sunday (250 px)	£300.00	£600.00	£0.00	£0.00	£0.00	£900.00
07.12.2018	Aldgate Lantern Parade and Winter Fete - (500 px)	£65.00	£0.00	£0.00	£0.00	£0.00	£65.00
		£6,030.00	£7,800.00	£2,880.00	£7,115.00	£4,000.00	£28,035.00