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| <b>Committee</b>  | <b>Dated:</b>       |
| Hampstead Heath, Highgate Wood & Queen's Park Committee         | 13 November 2019    |
| <b>Subject:</b><br>Fees and Charges 2020/21& 2021/22            | <b>Public</b>       |
| <b>Report of:</b><br>Superintendent of Hampstead Heath          | <b>For Decision</b> |
| <b>Report author:</b><br>Yvette Hughes – Open Spaces Department |                     |

### Summary

This report sets out the proposed fees and charges for a range of sports facilities and services provided at Hampstead Heath, Highgate Wood & Queen's Park for 2020/21. In addition, the report sets out the proposed fees and charges for Weddings and Civil Ceremonies for 2021/22.

### Recommendations

It is recommended that:

- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee agree the proposed fees and charges for 2020/21 and 2021/22, as set out in Appendix 1 of this report.
- Members of the Hampstead Heath, Highgate Wood & Queen's Park Committee agree for the new Bandstand and Meeting Room charges to be introduced from 14 November 2019 as set out in paras 16 & 17.

### Main Report

#### Background

1. Charges for the wide range of services, recreation and sporting facilities provided in all the City of London Corporation's Open Spaces are reviewed annually, to ensure that prices and ticket options are relevant and appropriate. The current 2019/20 (and 2020/21 Weddings and Civil Ceremonies) charges for Hampstead Heath, Highgate Wood and Queen's Park were approved by the Hampstead Heath, Highgate Wood and Queen's Park Committee in November 2018.
2. The income generated from fees and charges contribute towards the cost of providing sports and recreational facilities across Hampstead Heath, Highgate Wood and Queen's Park.

#### Current Position

3. The Hampstead Heath Consultative Committee, Highgate Wood Consulting Group, Queen's Park Consultative Group, the Parliament Hill Track Forum,

Hampstead Heath Swim Forum and the Hampstead Heath Sports Advisory Forum have been consulted on the proposed fees and charges.

4. The proposed fees and charges include concessionary rates, offering a 40% discount on the standard adult charge, except where indicated.
5. Work over the past two years to encourage the level of compliance for payment at the Bathing Ponds has only seen a modest increase in income from these facilities.
6. Swimming season tickets are now available to purchase online through the City of London Corporation website.
7. Work has been undertaken to improve signage, payment methods and cash payment arrangements. Unfortunately, the project to install contactless payments has been delayed and further work is required to implement this technology at the Bathing Ponds.
8. Sports fees and charges are not based on full cost recovery and are significantly subsidised by the City of London Corporation to promote participation in formal and informal recreation to support health and well-being.

### **Proposed Charges 2019/20**

9. It is proposed that the charges for the athletics track, softball, rounders, sauna season ticket, tennis, fairs, bandstand hire, site compounds, event support charges (excluding the application fees) and bench sponsorship should be increased by 2.6% with rounding to aid cash handling, where applicable. The 2020/21 and the 2021/22 charges for Weddings and Civil Ceremonies have also been increased by 2.6%. These increases are in line with August Retail Price Index.
10. Following a review of the 2019/20 Park for London, sports facilities fees and charges benchmarking data, it is proposed that the fees for football, rugby, cricket and the hire of changing rooms are held at the 2019/20 rates. These charges were all at the higher end of fees when compared to comparators.
11. Following a London wide Athletics Track benchmarking exercise, it is noted that the fees for the Parliament Hill Athletic Track are significantly lower than comparators. Therefore, while a 2.6% increase has been proposed for 2020/21, the Superintendent will engage with the Parliament Hill Track Forum and the Hampstead Heath Sports Advisory Forum over the next year to discuss above inflationary increases to the fees. It is proposed the increases would be spread over the next three years to allow time for the clubs using the facility to prepare for these changes.
12. Highgate Wood Metro Blind Cricket Team Support Scheme recognises a 50% discount on the changing room hire charge to support the development of this sport.
13. The fees for pentanque, bowls, croquet and the Queen's Park pitch and put have been held at the 2019/20 rates to promote public participation in these activities.
14. It is proposed that swimming charges are kept under review and any changes would be discussed with the Hampstead Heath Swim Forum, Sports Advisory

Forum and Consultative Committee before being presented to Members for consideration and approval. The Superintendent has commenced a review of the summer 2019 swimming season, which forms a discussion item within the Superintendents update Report.

15. Following local benchmarking we are proposing to increase car parking charges by 8% for 0-2 hours & 2-4 hours, and by 9% for the additional hours. However, taking account of these increases, the car parks across Hampstead Heath are still notably less expensive than local comparators. This will be reviewed again next year to phase the increases gradually to minimise the impact on Heath visitors. The additional hours charge is set to discourage commuter parking to ensure the parking facilities are available for Heath visitors.
16. It is proposed that the Parliament Hill and Golders Hill Park bandstands will be made available for hire in line with the existing hire arrangements for the Queen's Park bandstand. This will be introduced from 14 November 2019.
17. It is proposed that the hourly charge for hire of the Parliament Hill, Parliament Hill Pavilion, Hampstead Heath Extension and the Queen's Park meeting rooms be introduced from 14 November 2019.

## **Licencing arrangements**

### Commercial Dog Walking and Fitness Trainers

18. The Superintendent is undertaking a range of consultations to inform the introduction of licences for Commercial Dog Walking and Fitness Trainers. The outcome from the consultations and the proposed license arrangements will be discussed with Members ahead of implementation.

### Bowls and Croquet

19. New annual licensing arrangements with the Parliament Hill Bowling Club and the Hampstead Heath Croquet Club have been agreed. As part of the licensing agreement two rinks will remain available for public play at all times. The green will be maintained by the Sports and Recreation Team at Parliament Hill, as part of their grounds maintenance Work Programme.
20. The new licencing arrangements will enable the Pavilions to be hired as meeting rooms during the winter months.

### Fishing

21. A fee for a Hampstead Heath fishing license has been included in the proposed fees & charges. This covers the administration of the license.

## **Corporate & Strategic Implications**

22. The proposed fees and charges directly support 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.

23. This also contributes towards the achievement of the three aims set out in the Corporate Plan 2018-23. Contribute to a flourishing society (1-4), Support a thriving economy (5) and Shape outstanding environments (9-12).
24. The proposed fees and charges support 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.

### **Financial Implications**

25. The City's Financial Regulations require all Departments to recover full costs when setting charges to persons or external organisations, or submit reasons to the appropriate service Committee when that objective is not met. It is therefore at the discretion of individual spending Committees to determine the actual level of fees and charges relative to the services they provide, after taking into account local considerations and priorities.

### **Conclusion**

26. Hampstead Heath, Highgate Wood and Queen's Park continue to provide excellent value for money sports and recreational opportunities. The income generated through fees and charges contributes towards the cost of providing sports and recreational facilities and maintaining Hampstead Heath, Highgate Wood and Queen's Park.

### **Appendices**

- Appendix 1 – Proposed Fees and Charges for 2020/21 & 2021/22

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