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| Committee | Dated: |
| Hampstead Heath Consultative Committee | 27 January 2020 |
| Hampstead Heath, Highgate Wood & Queen's Park Committee | 11 March 2020 |
| Subject: Review of the 2019 Events Programme & Provisional 2020 Events Programme | Public |
| Report of: Director of Open Spaces | For Discussion/ Decision |
| Report author: Paul Maskell | |

Summary

The following report details the success and learning from the 2019 Hampstead Heath Events Programme and sets out the proposed 2020 Events Programme. Event applications are considered in line with the City of London Corporation Open Spaces Departmental Events Policy (Part One) and the site-specific Events Policies (Part Two) for Hampstead Heath, Highgate Wood and Queen's Park.

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 Open Space where they are planned to take place.

The proposed 2020 Events Programme allows Hampstead Heath, Highgate Wood and Queen's Park to showcase their 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 visitors, an opportunity to attract new visitors, and the chance to foster good partnership working with Local Councils and community organisations.

Recommendation

It is recommended that:

- Members of the Hampstead Heath Consultative Committee provide feedback on the proposed 2020 Events Programme (Appendix 2).
- That the views of the Hampstead Heath Consultative Committee are conveyed to the Hampstead Heath, Highgate Wood and Queen's Park Committee at their meeting on 11 March 2020.
- Members of the Hampstead Heath Consultative Committee agreed the proposed 2020 Events Programme (Appendix 2).

Main Report

Background

1. The Hampstead Heath Site Specific Events Policy (Part 2), which was approved in September 2018, sets out the framework for making decisions about events at Hampstead Heath, Highgate Wood and Queen's Park.
2. In order to facilitate this policy framework, the Leisure and Events Manager, the Operational Services Manager the Constabulary Queen's and Park Manager and the Highgate Wood, Conservation & Trees Manager form the Officer Event Group (OEG) which meets monthly to consider event applications.
3. The OEG considers the following criteria when assessing the suitability of events:
 - Aligns with the Heath Vision and strategic outcomes for Hampstead Heath (for events at 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 (for events at Hampstead Heath).
4. The OEG has already referred several Major event applications for Committee approval following consultation with Members of the Consultative Committee and Consultative Groups.

Current Position

5. The 2019 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 2019 programme has been prepared, see appendix 1.

Highlights of the 2019 Events Programme

6. This Girl Can (10-16 June) - This event came into existence following a recommendation from the Sports Advisory Forum to target sporting groups that are hard to reach. A number of free taster sessions were offered across a range of sporting activities. The number of participants were as follows:

- Tennis - 40
 - Rugby (school's session) - 45
 - Rugby - 30
 - Fencing - 25
 - British Military Fitness – 25
 - Track and Field – 25
 - Volleyball - 50
 - LWF - 50
 - Bowls and Croquet - 7
7. Race for Life (15 June) - Race for life has been coming to the Heath for over 20 years, however over the last 5 years participation numbers have continued to drop. At its peak the event attracted over 5,000 participants. In 2018 the event attracted only 1,200 participants. In 2019 the event organisers added a second event to the 5k challenge and included 10k walk run. This initiative had a positive effect in the number of participants, with 1,800 people taking part, the highest number for several years.
 8. Affordable Art Fair, Hampstead (9-12 May) - The 9th edition saw visitor numbers increase to over 15,000 with over £3.5m worth of art sold.
 9. Highgate Harriers' 'Night of the 10,000m PBs' (19 May) – The evening proved to be a remarkable success for this volunteer powered event, and yet another great success for Highgate Harriers. Once again, the event attracted top entries from 27 European countries, with 54 personal bests, several of which were Olympic and World Qualifying Times
 10. Queen's Park Book Festival (29-30 June) - A weekend celebration of the literary arts in the heart of London. Authors, Poets, Actors, Journalists and Artists gather at the end of June 2019 for a weekend of events in Queen's Park, London. The festival is a non-profit organisation with a commitment to engaging the local community and residents. It is run in association with the Queen's Park Area Residents Association (QPARA).
 11. The Bandstands (June-August) - The Bandstands at Parliament Hill and Golders Hill Park were the focal point for the Heath's 2019 Summer Music Programme, with 26 bands performing. All of the performances were funded by the City Corporation and are of no cost to those attending.
 12. Give It A Go! Festival (14 July) - Despite competition from the Wimbledon Men's Tennis Final, around 6,000 people gave it a go, attended or took part in one of over 40 sports and wellbeing activities provided.
 13. 20th Hampstead Heath Duathlon (1 September) – 59 teams took part in this years event, which continues to grow in popularity. A total of 329 people took the plunge in each of the Heath's swimming facilities as part of the course.
 14. Highgate Wood Community Heritage Day (1 September) - There was a Climate Change theme to this year's event. The innovative outdoor play installation provided by Monkey-Do was a big favourite with the kids and the Dog Show remains as popular as ever. Overall visitor numbers were around 500 over the course of the day.

15. Where is the Nomad (7 September) - An annual film screening which takes place on the lawns of Queen's Park. This year the event attracted an audience in excess of 900 people for their screening of 'Bohemian Rhapsody'.
16. The annual Queen's Park Day (15 September) - Which is organised by volunteers from QPARA was a great success, with an estimated 19,500 people attending the event. Feedback on the day and following has been very positive and complementary.
17. Zippos Circus (18-28 October) had the best-attended opening night of all their ten visits to the Heath and proved popular throughout their stay.
18. Run for your Life (14 September) - 466 runners joined us on Hampstead Heath for the 5th Run for your Life event, held by the Jubilee Hall trust. The event aims to be as inclusive as possible and runners have the choice of three distances to complete 2k, 5k or 10k.
19. London Youth Games (16 November) - This year's event attracted entries from all of the Capital's 32 Boroughs.
20. A total of thirteen Wedding & Civil Ceremonies took place at Hampstead Heath during 2019.

Proposed 2020 Events Programme

21. The proposed 2020 Events Programme is appended to this report (Appendix 2). The Programme consists of Major Events which have received Committee approval; smaller events which have been agreed by the OEG; and free events which will be managed and provided by the City Corporation to encourage sport, health and well-being.
22. All of the events listed in the 2020 programme have been reviewed by the OEG and support the principles set out in the Events Policy.
23. The Leisure and Events Manager seeks Members view and feedback regarding the proposed 2020 Events Programme.

Publicity

24. The 2020 Events Programme will be advertised to the public via the Hampstead Heath Diary 2020/21, the City of London Corporation's website and on-site signage.

Corporate & Strategic Implications

25. 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.

26. 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.
27. 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).

Implications

Financial

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

Conclusion

29. The proposed 2020 Events Programme incorporates a wide range of events that promote sport, health and well-being, while being fully in keeping with the aims of the Events Policy and contributing to achieving the Outcomes of the Hampstead Heath Management Strategy 2018-2028.

Appendices

- Appendix 1 - Highlights of the 2019 Events Programme
- Appendix 2 - Proposed 2020 Events Programme
- Appendix 3 - 2019 Event Programme Income & Expenditure (Non-Public)

Contact

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