

## HAMPSTEAD HEATH SPORTS ADVISORY FORUM

TUESDAY 2 OCTOBER 2012

**DRAFT MINUTES OF THE HAMPSTEAD HEATH SPORTS ADVISORY FORUM HELD AT THE STAFF YARD, PARLIAMENT HILL FIELDS, LONDON NW5 ON TUESDAY, 2 OCTOBER 2012 AT 6:30PM.**

### **Present**

#### **Members:**

Bob Slowe (Chairman)	-	Hampstead Heath Consultative Committee (Highgate Harriers Committee)
Dave Bedford	-	London Marathon Trust
Richard Sumray	-	Hampstead Heath Consultative Committee (London Council for Sports and Recreation)
Rudolph Benjamin	-	HH tennis coach

#### **Officers**

Natasha Cendrowicz	-	Note Taker (also Highgate Harriers)
Simon Lee	-	Superintendent, Hampstead Heath
Declan Gallagher	-	Manager, Parliament Hill
Paul Maskell	-	Leisure & Events Manager, Hampstead Heath

#### **1. Apologies**

Apologies were received from Erin Bunting, John Carrier, Marc Hutchinson, Jeremy Simons, Simon Taylor and Richard Priestley.

#### **2. Minutes of the last meeting**

The minutes of the last meeting held on 21 May 2012 were agreed as a correct record.

#### **3. Matters Arising,**

Diamond Jubilee Celebrations – Golders Hill Park (item 3) Paul Maskell reported that the Diamond Jubilee celebrations in Golders Hill Park on 4 June had been well attended.

Progress on Places, People Play applications (item 3) Simon Lee explained why the application to the Places People Play (PPP) had been slow to progress. A number of impediments, most significantly the requirement for any project costing more than £50,000 to be approved, meant that the original £140,000 proposal for a dedicated

cricket facility was unlikely to be approved if City funding were required. The City like other authorities been subjected to financial pressures and capital investment on anything other than essential priorities was being closely scrutinised. However, given the match funding dimension to this proposal, he felt that there was scope to discuss a less ambitious (£60,000 to £80,000) with the Director of Open Spaces. He added that the dams project was potentially requiring very significant capital investment, which posed problems for other projects gaining approval.

A discussion then took place regarding whether some of the other projects considered for PPP funding would be more favourably considered. Rudolph Benjamin referred to other external grants that might be available for tennis flood lights. As a lot of work had already been put into the cricket pavilion, Simon Lee was keen for this project to be progressed. Declan Gallagher reminded the group that the scope of match funding for local authorities was only 30% and that applications for rounds 4 to 5 would be considered in 2013. The key issue is where other match funding could be generated.

**RESOLVED:** That Simon Lee:-

- i) take forward a less ambitious dedicated cricket pavilion following discussion with the Director of Open Spaces, with the view to potentially submitting an application to PPP in 2013, subject to investigating other external funding; and
- ii) report back on progress of the PPP application to the next meeting.

Bowling Green (item 3) The Chairman reported that a meeting to review the new arrangements with both Parliament Hill Bowls Club and Hampstead Heath Croquet Club was due to take place shortly. He noted that due to the unfavourable summer weather, it had been a difficult year to trial the new arrangements.

Rugby Update (item 4) Declan Gallagher reported that staff had been able to accommodate the two o'clock fixtures, ensuring that the women's team could now host home matches on the Heath Extension.

#### 4. **Review of Fees and Charges**

A discussion paper (prepared by Simon Lee), together with notes provided by the Chairman were considered. Simon Lee referred to the sport and recreation income and analysis 2011/12 part of his paper, which demonstrated that no sport was able to cover its costs.

During the course of discussion, the following points were made:

- Simon Lee noted that the income from the swimming ponds was misleading, actual visitor numbers were significantly higher. The new donation boxes were however securing increased levels of income, particularly at the Mixed and Ladies Pond
- It was noted that the level of the discount offered was inconsistent.

- It was also noted that there was Member support for rounding up charges to the nearest 50p or £1.
- It was noted that elasticity of demand could be addressed by increasing the fees of some over-used facilities (to dampen demand).
- Pricing should be a factor when considering how to increase demand for under-used facilities.
- As most sports and recreation facilities were not able to cover their costs, the case for providing a level subsidy should be accepted, the question is what level might be acceptable.
- The principles for a pricing policy should be ranked in terms of:
  - i) maximising usage
  - ii) getting people involved in sport
  - iii) getting people involved in sports clubs
  - iv) maximising income
  - v) encouraging take up by hard to reach groups
  - vi) improving and providing the best possible quality services
- Price increases can be linked to improvements, hence a new cricket pavilion could elicit increased cricket fees.
- The lower take-up of tennis at Golders Hill Park could be addressed by more favourable marketing.
- Lido income in 2012 had been good.
- The debate about how services are provided in terms of potentially reducing costs needs to be carefully considered in light of the quality of service provision.
- Initial pricing should be connected to the quality of the facility.
- Pricing should not automatically be subject to increase, hence the principle setting out “timetabling of proposed *increases*” should read “timetabling of proposed *changes*” instead.

Simon Lee thanked the group for their contributions which would inform his report on fees and charges to the Consultative Committee. He favoured a cautious approach while the principles of pricing were still being worked out.

**RESOLVED:** That:-

- i) Simon Lee adopt a cautious (inflation based) approach to 2013/14 fees and charges, recognising the national increase in sports participation arising from the Olympic/Paralympic Games;
- ii) Richard Sumray to meet with Simon Lee to refine the list of principles further.

**5. Update on Green to Gold**

Paul Maskell provided an update on the on-going Green to Gold programme of events that have been taking place on Hampstead Heath during this Olympics year. The Chairman requested that thanks be noted to Paul Maskell and the staff for delivering such an ambitious programme of events.

Responding to a question by the Chairman, he explained that the Victoria Pendleton event had generated some hostile comments. Simon Lee stated that cycling continued to be a contentious issue on Hampstead Heath.

In response to a question from Natasha Cendrowicz, Simon Lee stated that he had not been consulted on the Olympics or Paralympics Torch Relay route.

**RECEIVED.**

6. **Update on Forthcoming Sporting Events**

Paul Maskell reported that the joint legacy event with Camden would take place again in September 2013. The London Youth Games and London Cross Country Championships would be taking place on 17 November. In response to a question by the Chairman, he confirmed that the funding issues that had affected previous London Cross Country Championships had been resolved. Simon Lee added that Paul Maskell and his team had been nominated for a special award at the Balfour Beatty London Youth Games Award Ceremony for bringing the London Youth Games back to Hampstead Heath.

**RECEIVED.**

7. **Update on Bowling Green**

An update had been given previously under Matters Arising.

8. **Attendance of Sports Groups at future Meetings**

The Chairman suggested that a representative from the various sports that use the Heath make a presentation about their sport to future meetings of this group. While supporting this proposal, Dave Bedford preferred that a full programme of all the sports that use the Heath be drawn up. Simon Lee advised that the establishment of a data-base of sports users would be ideal, but this was a time consuming process to establish and maintain. A brief discussion took place regarding whether more co-operation between the various sporting groups could be encouraged.

**RESOLVED:** That:-

- i) a list of all the sports that use the Heath be drawn up;
- ii) a representative from each of these sporting groups be invited to make a presentation about their sport to a future Sports Forum meeting;
- iii) the Sports Forum be potentially expanded to include representatives from other sports that use the Heath; and
- iv) consideration be given at a future date to establishing a sports user database for better communicating with these Heath users.

9. **Any other business**

Camden representative Paul Maskell reported that Erin Bunting was stepping down from the Group and a new Camden representative would need to be found.

Parkrun update In response to a question by Dave Bedford, Paul Maskell reported on the continuing success of the Hampstead Heath parkrun, which celebrated its first anniversary this summer.

A brief discussion took place regarding whether the terms of the agreement with British Military Fitness could be reviewed to introduce more competition to the outdoor fitness market on Hampstead Heath. Currently British Military Fitness enjoyed an exclusive contract to use Hampstead Heath.

**RESOLVED:** That discussions take place with British Military Fitness to enable other outdoor fitness companies to be considered for future contracts for using Hampstead Heath if their services were appropriate.

10. **Date of Next Meeting**

**RESOLVED:** That the next meeting be held on 4 February 2013, starting at 6:30pm.

**The meeting closed at 8:02pm.**

-----  
**CHAIRMAN**

**Contact: Natasha Cendrowicz**  
**tel. no. 07952096201**  
**e-mail: natasha @cendrowen.freemove.co.uk**