

Committee(s): Hampstead Heath Consultative Committee	Date: 01/11/2021
Subject: Review of the 2021 Events Programme & Provisional Events planned for the 2022 Programme	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	1, 2, 3, 4, 5, 11 & 12
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	
What is the source of Funding?	
Has this Funding Source been agreed with the Chamberlain's Department?	
Report of: Executive Director, Environment	For Discussion
Report author: Paul Maskell, Leisure & Events Manager	

Summary

This report details the significant impacts Covid-19 has had on the 2021 Hampstead Heath Events Programme, and sets out the provisional 2022 events schedule (appendix 1).

Recommendation

It is recommended that Members:

- Provide feedback on the proposed 2022 Events Programme (appendix 1).

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.

Current Position

2. Due to the Covid-19 lockdowns and social distancing measures, a number of events early in the year had to be cancelled including:
 - The English National Cross Country Championships (6 March 2021)
 - Affordable Art Fair (AAF 28 April to 2 May 2021)
 - Night of the 10k (19 May 2021)
 - Cancer UK's Race for life (15 June 2021)
 - Give it a go (July 11 2021)
 - Summer music programme on the bandstand (June to September 2021)

3. From 19 July 2021, in-line with the Government's Roadmap out of Lockdown, events were able to resume on the Heath. To ensure visitor safety, the Leisure and Events Manager has worked closely with event organisers to enable events to proceed in line with government guidance.
4. Due to the Covid-19 Pandemic, the Officer Events Group (OEG) have taken, and will continue with a practical and informed approach in relation to considering event applications, being mindful that the current situation still lacks certainty. Therefore, it is very difficult for event organisers to make applications within the usual timeframes, especially in relation to larger events, or those which involve mass participation.
5. The OEG will continue to support smaller COVID Secure cultural and community events which may arise at short notice but are compliant with the latest Government Guidance, and the Heaths celebration of #150

The 2021 Events Programme

6. Race for Life have been holding events on the Heath for over 30 years. This years event has re-scheduled a number of times before taking place on 21 August 2021.
The event manager provided the following feedback "We had around 200 participants taking part in the race and helping us to raise over £20,000 which is amazing! This money is going to help to fund life-saving research into the causes, prevention, diagnosis and treatment of all types of cancer. The low numbers were frustrating, but race for life are committed to carrying on their 30-year legacy of holding the event on the Heath and with a return to some kind of normality, we hope that numbers will be more substantial for 2022."
7. Zippos Circus hosted performances on the Heath from 12 -18 July 2021. Performances were better attended this year, however, numbers were still down on pre-covid performance attendance levels.
8. Traditional Fairs took place over the Whitsun (9 day fair) and August Bank Holiday (3 day fair) weekends. Unfortunately the longer Easter fair, linked to the proposals for a secondary event managed by the AAF, was not able to go ahead due to covid restrictions in place at the time.
9. 2021 marks the 150th anniversary of the passing of the Hampstead Heath Act 1871. In celebration, a range of celebrations and events have taken place throughout 2021. The #Heath150 outdoor exhibition was hosted at East Heath between 25 June - 8 August 2021. The display told the story of how Hampstead Heath was saved and is protected through to today. This exhibition proved popular with visitors and was the focus of several community events, such as the Highgate Festival 2021 and Hampstead Summer Festival, with live interpretation events, engaging with audiences across the Heath.
10. The Heath's Leisure & Event's Manager worked in partnership with the Heath & Hampstead Society to deliver two events; a Kite Flying Festival at Parliament Hill on 27 June attended by 600 people throughout the day, and a Community

Concert on 5 September at the Parliament Hill Bandstand. The Concert was called 'Natural Aspect' and attracted over 800 people to watch John Etheridge, Vimala Rowe, Cosmo Sheldrake and the Beaky band

11. Heath Hands hosted a Community event at the Parliament Hill Bandstand on 27 June which was well attended, with approximately 600 people attending.
12. The 21st Hampstead Heath Duathlon took place on 5 September 2021. The event is run in partnership with the Hampstead Rugby Football Club. Participation numbers were capped at 158 (50 less than number of participants at the 2019 event) and event pre-registration took place on the Saturday to avoid large crowds gathering. Lane swimming was introduced at the Lido to reduce crowding of participants in the water. The event was a great success, with TRI London 1 winning the team event. The Men's event winner finished with a time of 33m 16s, and the Women's event winner finished with a time of 34m 51s.
13. Hideaway Cinema and the Hampstead Heath Film Festival took place between 8 - 12 September. To celebrate the #Heath150, a screening of Tinker Taylor Soldier Spy was hosted. In partnership with Heath & Hampstead Society a Q&A with Nick Harkaway, John Le Carre's son, and Lord Melvin Bragg took place before the screening, which proved to be a great success.
14. Run for your Life is one of our most popular fun runs on Hampstead Heath and is run in partnership with the Armoury, Jubilee Hall Trust. A total of 588 runners took place in the 2021 event.
15. A total of 22 Weddings and Civil Ceremonies took place at Hampstead Heath during 2021. The Rotunda and Belvedere locations were not used, and ceremonies were held primarily at the Hill Garden due to Covid. As part of the Government's trial adjustment to the criteria for wedding venues (which commenced on 1 July 2021, and will be in place until 31 March 2022), two additional locations within the Hill Garden and Pergola were approved. This enables weddings and civil ceremonies to take place totally outdoors. This trial was introduced to assist licensed venues with managing ceremonies safely. The locations which are being trialled are in the Hill Garden, adjacent to the Pond, where six of the ceremonies took place, and on the Pergola, parallel to Inverforth House, where two ceremonies took place.

Upcoming events (2021)

16. The London Youth Games is due to take place on 16 November 2021. The Leisure and Events Manager is currently in talks with the event organisers, and we are hopeful that this event will go ahead.
17. From 27 November 2021 - 2 January 2022 East Heath will play host to the first Hampstead Heath Christmas Fayre. The event will have a staggered start beginning with a traditional Christmas tree market from 27 November. From 1 December small-scale fairground rides, Christmas style chalets selling food and refreshments and ancillary goods will be added. Christmas tree sales will commence from 10.00am (daily) and the market and fair from 11.00am (daily). The fayre will close by 7.00pm (daily) and noise levels will be kept to a minimum.

18. The Leisure & Events Manager is making arrangements for the 2021 Christmas day swim and we are hopeful that this event will go ahead.

Cancelled & Postponed Events (2021)

19. Affordable Art Fair (AAF), Hampstead was due to take place between 28 April - 5 May 2021, with a second event planned, following on from the Art Fair. However, in early February, the event organisers cancelled the 2021 fair due to continued uncertainty around Covid-19.
20. Highgate Harriers' 'Night of 10,000m PB's' was cancelled in early April 2021. The event had been due to take place on 19 May 2021.
21. The summer 2021 music programme was also cancelled. 23 band performances had been scheduled to take place at Parliament Hill and Golders Hill Park during June-August 2021. The Leisure and Events Manager hopes to launch a new summer music programme in June 2022 which will include a full programme of Bandstand concerts and 3 Friday evening concerts.
22. Circus Berlin were due to perform on the Heath between 22- 29 September. Unfortunately, due to challenging economic conditions and an outbreak of COVID 19 within the performers, the circus cancelled their performance on Hampstead Heath.
23. Throughout 2020 and early 2021 the Leisure & Events Manager had been working with our community partners to plan and prepare for Give it a Go! 2021 event. In early June, after discussions with our partners the decision was taken to cancel the 2021 event, which had been due to take place on 4 July. The Leisure and Events Manager will make tentative plans for a July 2022 event.

Proposed 2022 Events Programme

24. The proposed 2022 Events Programme is set out in appendix 1. The Leisure & Events Manager would like to draw Members attention to the following events, set out below.
25. The English National Cross-Country Championships were due to take place on 6 March 2021. After some contemplation the organising Committee decided to postpone the 2021 event to hold the 2022 English National Cross-Country Championships on the Heath on the 26 February 2022. This has necessitated the Southern Counties Cross Country, which was scheduled to be held on the Heath, moving to an alternative location for 2021
26. The AAF are keen to go ahead with a 2022 Hampstead Heath Affordable Art Fair, and to host a second event in 2022, following on from the Art Fair. They are still working on details and updates will be provided in due course.
27. Linked to the proposals for a secondary event managed by the AAF, the Leisure & Events Manager has discussed with Members the proposal for the Showmen's Guild to host a longer Easter Fair, to replace the Whitsun fair. Therefore it is proposed that the 2022 Easter Fair will take place between 9-12 April and 15-18 April 2022.

28. Highgate Harriers have made a 2022 application for the Night of the 10,000 PB's event to take place on 14 May 2022. The event, as agreed with British Athletics, is based on hosting under the assumption of 'normal' non- covid restrictions. The event will include the British Championships and Team GB trials for the World Championships. President of the IAAF, will attend the event and incorporate it as an official ceremony granting Hampstead Heath and the English National Cross Country their World Athletics Heritage Plaque.
29. As part of the #Heath150 legacy the Leisure & Events Manager is working in partnership with the Heath & Hampstead society to repeat the Kite flying festival (26 June 2022) and Natural Aspect concert (4 September 2022).
30. It is proposed to bring back the Hampstead Heath Film Festival between 6-11 September 2022.

Corporate & Strategic Implications

31. 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.
32. The provision of the events programme also meets the three objectives and outcomes set out in the Open Spaces Business Plan 2020-21 (a) Open spaces and historic sites are thriving and accessible, (b) Spaces enrich people's lives and (c) Business practices are responsible and sustainable.
33. The events programme 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

34. The Events Policy details the framework for event cost recovery. The associated charges for holding events are set out in the annual Fees and Charges which are review and approved by Members on an annual basis.
35. As a direct result of the Covid-19 pandemic revenue from events has been severely curtailed, which has placed additional pressure on the Hampstead Heath Local Risk Budget.

Conclusion

36. The remainder of the 2021 Events Programme and the proposed 2022 Events Programme are subject to Government Guidance and Policy regarding the on-going Covid-19 pandemic. The Leisure & Events Manager is in regular contact with the event organisers and is confident that if Covid-19 measures continue to

ease the Heath can return to hosting a wide range of events that promote sport, health and well-being, whilst contributing to achieving the Outcomes of the Hampstead Heath Management Strategy 2018-2028.

Appendices

- Appendix 1 – Proposed 2022 Events Programme.

Contact

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