

Committee	Dated:
Hampstead Heath, Highgate Wood & Queen's Park Committee	9 February 2022
Subject: 2022 Swimming Season	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	1, 2, 3, 4, 8, 10, 11 & 12
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	
What is the source of Funding?	
Has this Funding Source been agreed with the Chamberlain's Department?	
Report of: Juliemma McLoughlin, Executive Director Environment	For Decision
Report author: Stefania Horne, Superintendent of Hampstead Heath	

Summary

The report sets out the proposed swimming arrangement for 2022. The proposals incorporate learning from the 2020 and 2021 swimming seasons, feedback from Lifeguards, and feedback from a user survey conducted between 5 November - 5 December 2021, which received 2,079 responses.

Recommendations

It is recommended that:

- Members agree the proposed 2022 swimming arrangements, as set out in para 10 and appendix 1.

Main Report

Background

1. In response to the Covid-19 pandemic, and in-line with Government regulations in place during summer 2020, pre-booked sessions were introduced to the Bathing Ponds and Lido.
2. The Bathing Ponds and Lido have been managed through a combination of pre-booked and free-flow sessions throughout 2020 and 2021.

Current Position

3. A user survey was conducted between 5 November – 5 December 2021, which received 2,079 responses.
4. As part of the user survey we asked swimmers to rate their experiences of the free flow and pre-booked sessions at the Bathing Ponds and Lido. Free flow sessions received an average rating of 4.35/5 (from 1,733 responses) while pre-

booked sessions received an average rating of 4.01/5 (from 1,789 responses). Support for retaining both free flow and pre-booked sessions was received as part of a free text response question in the survey.

5. An annual review of the 2021-22 swimming season will be prepared and presented to Members in June 2022. A summary of the swimmer user survey will be included within the annual report.

2022 Swimming Proposals

6. The proposed 2022 swimming arrangements for the Bathing Ponds and Lido are set out in appendix 1.
7. The proposals incorporate learning from the 2020 and 2021 swimming seasons, feedback from Lifeguards, and feedback from the user survey conducted between 5 November - 5 December 2021.
8. The proposals have been discussed with the Hampstead Heath Sports & Wellbeing Forum who discussed safety and access arrangements, including pre-booking and opportunities to strengthen social prescribing.
9. Members of the Consultative Committee considered the feedback of the Sports & Wellbeing Forum and noted the importance of maintaining safe access for all and the quality of the visitor experience.
10. It is proposed that the Bathing Ponds and Lido continue to be managed through a combination of free flow and pre-booked sessions to provide flexibility whilst ensuring the Bathing Ponds and Lido are not overwhelmed during peak hours on hot days.

Corporate & Strategic Implications

11. The provision of safe and accessible swimming opportunities contributes towards the achievement of the three aims set out in the City of London Corporate Plan 2018-23: Contribute to a flourishing society, Support a thriving economy and Shape outstanding environments, in particular the following Corporate Plan outcomes:
 - (2) People enjoy good health and wellbeing.
 - (4) Communities are cohesive and have the facilities they need.
 - (5) Businesses are trusted and socially and environmentally responsible.
 - (11) We have clean air, land and water and a thriving and sustainable natural environment.
 - (12) Our spaces are secure, resilient and well maintained.
12. The proposals embed 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.

Financial Implications

13. An annual review of the 2021-22 swimming season will be prepared and presented to Members in June 2022. The annual report will set out the current level of subsidy from the Hampstead Heath Local Risk Budget.
14. The swimming charges have been reviewed as part of the annual review of fees and charges, which is presented to Members for decision within the meeting agenda pack.

Resource Implications

15. No impact.

Climate Implications

16. The City of London launched its Climate Action Strategy in October 2020 and the strategy is now in implementation stage. A key part of the strategy is conserving and enhancing biodiversity alongside reducing the City of London's carbon emissions. This will be the main objective at Hampstead Heath in the short term, especially following the impact of exceptionally high number of visitors due to COVID-19.

Legal Implications

17. No impact.

Risk Implications

18. Risks are monitored and recorded through the Departmental Risk Register.

Equality Implications

19. A Test of Relevance: Equality Analysis has been undertaken and a full equalities analysis is not proposed/required.

Security Implications

20. Security implications are monitored and recorded through the Departmental Risk Register.

Conclusion

21. It is proposed that the Bathing Ponds and Lido continue to be managed through a combination of free flow and pre-booked sessions, as set out in appendix 1 to provide flexibility whilst ensuring the Bathing Ponds and Lido are not overwhelmed during peak hours on hot days.

Appendices

- Appendix 1 – Draft 2022 Swimming Proposals.

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