

<b>Committee(s)</b>	<b>Dated:</b>
Streets & Walkways Sub Committee Culture, Heritage & Libraries Committee	17 January 2023 23 January 2023
<b>Subject:</b> Special Events on the Highway	<b>Public</b>
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	<b>3, 10</b>
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>No</b>
<b>If so, how much?</b>	<b>N/A</b>
<b>What is the source of Funding?</b>	<b>N/A</b>
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	<b>N/A</b>
<b>Report of:</b> Executive Director of the Environment	<b>For Decision</b>
<b>Report author:</b> Ian Hughes, Director City Operations, Environment Department	

### Summary

This report outlines the major special events planned for 2023 and provides Members with an opportunity to consider & comment on the appropriateness of those events, taking into account their nature, scale, impact and benefits.

There continues to be a relative stable core of 12 regular sporting, ceremonial or celebratory events likely to take place on the City's streets in 2023. These core events are highly professional and extremely well-run, generating a range of charitable, reputational & promotional benefits to the City and delivered with the minimum of fuss or complaint.

Around that core programme is a variety of one-off events that aim to support the City's cultural, visitor and transport agendas such as Destination City and the City's emerging Sports Strategy, as well as the aims & objectives of key City partner organisations and community groups.

Last year saw the overall number of events return to pre-pandemic levels with key events returning to their traditional timeslots in the year, but 2022 was also exceptional in that the City saw several ceremonial events of national importance, including celebrations for Her Majesty the Queen's Platinum Jubilee, commemorations of her sad passing and the proclamation of the accession of His Majesty Charles III outside the Royal Exchange.

Finally, this report also notes for Streets & Walkways Sub Committee the event-related 'benefits in kind' granted to charitable & other organisations in 2022.

## **Recommendation(s)**

Members of Streets & Walkways Sub Committee and Culture, Heritage and Libraries Committee are recommended to:

- Agree to support the regular core events programme listed in paragraph 7 and detailed in Appendix 1.
- Agree to support the additional one-off events outlined in paragraphs 14-22, subject to final assessment regarding safety, licencing, traffic orders (where required) and impact on local stakeholders.

Members of Streets & Walkways Sub Committee are also recommended to:

- note the Benefits in Kind listed in Appendix 4.

## **Main Report**

### **Background**

1. This report provides an update to Members on the programme of on-street special events currently planned to take place in 2023. Although some events are more commercial than others, most are organised with the intention of raising money for charitable causes or promoting specific City strategies and Mayoral initiatives. Each event aims to deliver some form of social, financial or community benefit, but the City's long-term approach has been to ensure that the impact on residents, businesses and traffic must not be disproportionate.
2. Planning for each major event takes place well in advance in order to minimise their impact on others and to co-ordinate them into the wider programme of works taking place on the City's streets. Officers from the Environment Department lead this process with the assistance of a variety of departments including Town Clerks, Remembrancers and the City Police.
3. The Executive Director, Environment Department has delegated authority to write traffic orders for roads to be closed for special events, so Member approval for each major event is not required. However, there are established guidelines for officers to follow in determining the suitability of events (including the process for appropriate political oversight), enabling the provision of advice for organisers and setting out the procedure for consents & approvals.

### **Events from 2022**

4. During 2022, the general events programme began to return to normality post-Covid, with events typically reverting back to their usual pre-Covid slots in the calendar, albeit London Marathon decided to stay with an autumn slot for one more year, only reverting back to their usual April date in 2023.
5. Last year also saw a change to the London Marathon event with a mini marathon being separated from the main event and taking place the day before, allowing it to become more inclusive with more children taking part across a wider age

range. This new format saw a series of 2.6 mile and one-mile races for 5-17 year olds, with each race finishing at the London Marathon finish line on the Mall and with £10 per finisher paid to their school for sports or computer equipment. It is anticipated the number of participants will increase each year with a target of 50,000 by 2031.

6. However, the events of 2022 were clearly dominated by matters connected to national celebration and commemoration, with the City of London and St Paul's Cathedral hosting services to mark both Her Majesty the Queen's Platinum Jubilee and her sad passing later in the year, whilst the City's historic role in national events was demonstrated by the formal proclamation of the accession of His Majesty King Charles III at the Royal Exchange. Plans had been prepared well in advance to enable the City to host these multi-agency events with appropriate dignity despite the short notice and international spotlight.

### **Events Calendar 2023**

7. The City's on-street event programme has developed a consistent rhythm (Covid notwithstanding), with a core programme of 12 substantial, well-run and popular events becoming established over time. Full details behind each of these events can be found in Appendix 1, but they can be separated into three distinct categories:

#### Sporting

- Winter Run – Sunday 5 February
- London Landmarks Half Marathon – Sunday 2 April
- London Mini Marathon & Marathon – Saturday 22 & Sunday 23 April
- Ride London Cycling – Sunday 28 May
- Vitality 10k Race – Sat 23 or Sun 24 June (TBC)
- Great City Race – Tuesday 18 July
- London Triathlon – Sunday 6 August
- Bloomberg Square Mile Run – Thursday 13 September
- Royal Parks Half Marathon – Sunday 8 October

#### Ceremonial

- Cart Marking – (Weekend TBC)
- Lord Mayor's Show – Saturday 11 November

#### Celebratory

- New Year's Eve – 31 December

8. This core group of events is organised by experienced and professional event management companies with well-established routes, detailed communication plans and effective working relationships built up over time with the three key highway authorities for Central London, namely the City of London, Transport for London and Westminster City Council.

9. The success of events such as the London Marathon, the Great City Race and the London Landmarks Half-Marathon mean that the City remains an attractive location for mass participation charitable 'fun run' type events. These events generally remain popular with the public & participants, they are safely managed, and they provide the City with a range of secondary benefits, including publicity & footfall, visibility on the international stage, connections to the charitable sector and (in some cases) help promote the City's own events and programmes.
10. Event organisers are aware that they do not have a permanent agreement to hold their events on City streets, but as can be seen in Appendix 3 (which sets out the established events assessment matrix), these events are typically considered 'Green' in terms of delivering a positive balance between the benefits they bring against the impact they cause.
11. As Members & officers have noted before, with 12 such events now on the City's calendar, there is always the potential for diminishing returns from adding similar events and there can be 'event fatigue' from residential groups given the same streets are often used for more than one event. In addition, there are limited officer resources to help deliver these events and sufficient room must be maintained in the calendar to ensure business as usual activities such as utility street works, resurfacing and crane operations can still be accommodated that can't otherwise take place during the week.

### **One-Off Events in 2023**

12. Away from the core event programme outlined above, there is usually a degree of year-on-year fluctuation in terms of the number and extent of additional one-off special events. Due to their one-off nature, these events typically require a much greater degree of effort to facilitate & enable without the benefit of previous experience or necessarily a well-structured learning curve.
13. In previous years, these sorts of events have included:
  - International sporting events such as the Tour de France (2014) and the International Association of Athletics Federations marathon (2017)
  - City-led events such as the Smithfield 150 celebrations (2018), Lunchtime streets initiatives and various cultural activities & promotions
  - Events coordinated with key partners such as the Afghanistan Commemoration at St Paul's Cathedral (2015), the Commonwealth Heads of Government Visit (2018) and Car Free Day (2019)
  - State events such as those related to Her Majesty the Queen's Platinum Jubilee and the Proclamation of His Majesty the King (2022)

### **London Landmarks Skyscraper Challenge: 9-10 Sept**

14. This event is the first event of its kind and is being planned by the same event team behind the London Landmarks Half Marathon. It involves a combination of activities, starting with a run up the 42 floors of the Leadenhall Building at 122 Leadenhall Street, followed by either an abseil down that building or a zipwire from the roof across to 30 St Mary Axe (The Gherkin).

15. Discussions with the City are on-going to finalise the safety provisions for such an event (including the closure of St Mary Axe), with an appropriate degree of scrutiny being applied to the associated method statements and risk assessments. However, if successful, it is proposed the event will become a multi-year event, with the potential to raise £4.93 million over 3 years across all charitable funding partners.

## **Destination City**

16. Destination City launched in May 2022, following an independent review which set out a renewed vision for the City to be a leading destination for workers, visitors and residents. Strong progress has been made since establishing Destination City including the recruitment of the new Destination Director and Programme Curator in September. October saw the launch of its first large scale event which attracted mass media traction and audience engagement.

17. Destination City will seek to create exceptional experiences that are distinctively for residents, workers and visitors through a seasonal programme of major and mini activations and an Always On world class leisure offering.

18. Underpinned by sustainability, inclusivity and innovation, Destination City's activation programme will seek to encompass with the below themes:

- **History and heritage.** A City dripping in treasures and stories of the past, present and future. A City founded on a spirit of enterprise and innovation, open to discovery and excited to share its story with the world.
- **Culture and creativity.** A City as comfortable with the roof top concert, as the conservatoire; the pop-up, pop-art as the gallery. A City that continues to inspire invention, making and design – and the talent who want to excel.
- **Shopping and socialising.** A City of fun, colour and lightness. With vibrant clusters and a destination retail-hospitality offer that entices people to stay.
- **Wellness.** A City where everyone is welcomed and included. A City of community and connections, education and enrichment, relaxation and renewal.

19. Destination City will establish a seasonal structure of animating the City, by leveraging cultural partners and BID level activity as well as commissioning, programming and producing in house events and activations. High impact seasonal activity will 1) generate global profile, 2) attract sponsorship and 3) drive footfall and sales. The objective is for seasonal programming in conjunction with cultural partners and attractions to create multiple events over a durational period under the umbrella of Destination City. The festival concept will maximize footfall and durational consumer engagement.

20. Provisional timings for 2023 Major Activations are:

- Major Activation 1 – May - June
- Major Activation 2 – September - October

21. The detailed planning for these activations is underway and will be carried out in close collaboration with the relevant internal departments including Highways to ensure that the need for any road closures and special event applications are completed within the necessary timeframe. The Mini activation programme is being developed and will consist of small to medium scale events and programmes that are repeated regularly on an annual basis.

### **Sports Strategy**

22. The Sport Engagement Manager is currently leading a review of the City Corporation's sport provision and, working with external consultants, will be preparing a new sport strategy for the Square Mile in the new year. This will cover aspects such as facilities, public realm, mass participation events and business engagement. It is anticipated that the new strategy will have a number of ambitious targets for the organisation on sport and, subject to resources, will ensure sport is properly prioritised going forward. Given this Sub Committee's role in approving road events in the Square Mile, it is intended that the new strategy will be submitted to Members for consideration at your meeting in May 2023.

### **Financial Implications: Benefits in Kind**

23. The City Corporation has typically sought to facilitate certain charitable activities by waiving particular administrative fees & charges as a benefit in kind. The Director has delegated authority to do this on a case-by-case basis in accordance with the Member-approved guidance that sets out the likely circumstances where this can be done.

24. In particular, the need to ensure appropriate cost recovery to offset wider budget constraints has ensured a significant degree of challenge is applied to requests to waive fees, whilst officers are also aware they must seek to ensure parity and even-handedness in providing benefits in kind to similar types of events.

25. For some time, the Environment Department has summarised this information for the Finance Grants & Oversight Committee, but to improve transparency of the decision making behind this process, that Committee now recommends that all current benefits in kind with no identifiable end date should be reviewed by the relevant department or Committee, and a recommendation made as to the on-going provision of each benefit.

26. Therefore, for the purposes of transparency, Members of Streets & Walkways Sub Committee (as the spending Committee for special event management) are asked to note the Benefits in Kind provided under this protocol and set out in Appendix 4.

### **Security Implications**

27. The use of the City's Anti-Terrorism Traffic Regulation Order (ATTRO) in relation to special events will be covered in more detail by a separate report to Streets & Walkways Committee. Nevertheless, it can be noted here that the ATTRO was

used in conjunction with the events related to Her Majesty's Platinum Jubilee, her subsequent passing and the Proclamation of His Majesty the King, as well as the New Year's Eve celebrations.

### **Corporate & Strategic Risk Implications**

28. The events outlined in this report aligns with a number of corporate strategies including:

- Provide inclusive access to facilities for physical activity and recreation
- Cultivate excellence in sport and creative & performing arts
- Preserve and promote the City as the world-leading global centre for culture
- Protect, curate and promote world-class heritage assets, cultural experiences and events

29. In addition, enabling events to take place on the City's streets (when safe to do so) will drive visitors to, and animate, the City in a safe and managed way as part of long-term recovery plans.

### **Legal, Resource, Climate & Equalities Implications**

30. None

### **Conclusion**

31. This report summarises the major events planned for 2023, including a series of on-street cultural and transport-strategy related activities to supplement the core established major events. The vast majority of events continue to be delivered successfully and safely, whilst City officers work with organisers to ensure the disruption they cause is minimised wherever possible.

### **Appendices**

- Appendix 1 – Core Event Programme for 2023
- Appendix 2 – Core Event Timeline for 2023
- Appendix 3 – Summary Event Assessment for 2023
- Appendix 4 – Benefits in Kind for 2022

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## APPENDIX 1 – Core Event Programme for 2023

EVENT	DAY & DATE	TIMES	ORGANISER	APPROVAL AUTHORITY	BENEFIT OF EVENT	NO.	EVENT HISTORY	CITY OF LONDON ROUTE
Winter Run	Sunday 5 February	7.30 am – 4 pm	Human Race Ltd	City of London	Community event raising money for charity	18,000	7 <sup>th</sup> year	City Streets, and Westminster (WCC)
London Landmarks Half Marathon	Sunday 2 April	6.30 am – 4 pm	Tommy's (with The Great Run Company)	City of London & City of Westminster	Community & Charitable Event	16,000	5th Year	Iconic sites within the City
London Mini Marathon	Saturday 22 April	7.30am – 11.3am	London Marathon Limited	Transport for London	Significant charity fund raising for schools	10,000	2 <sup>nd</sup> Year	Embankment & Upper Thames St
London Marathon	Sunday 23 April	7am-8.30pm	London Marathon Limited	Transport for London	Significant charity fund raising, plus surplus used to support specific sporting projects.	50,000	Established event of more than 20 years	Embankment & Upper / Lower Thames St
Vitality 10K Race	Saturday 23 or Sunday 24 June (TBC)	10am-12.30pm	London Marathon	Westminster / City of London	Funds from this race promote sporting initiatives to the City's resident and workforce population	15,000	More than 10 years	WCC, Holborn, Holborn Viaduct, Cheapside to



								Bank area and back to WCC
RideLondon	Sunday 28 May	4.30am- 7.30pm	TfL (with London & Essex & London Marathon Trust Ltd)	Transport for London, City of London & other highway authorities	Mass participation event to promote cycling, inc Mayoral initiatives.	75,000	9 <sup>th</sup> year	Central CoL & Holborn, Holborn Viaduct
Cart Marking	Saturday  TBC	7 am – 2 pm	Worshipful Company of Carmen	City of London	Historical City event to mark trade vehicles	200	Annual event	London Wall, Gresham St, Guildhall area
Standard Chartered Great City Race	Tuesday evening  18 July	6.30pm- 10.30pm	London Marathon Ltd	City of London	Popular with City institutions & sponsored by a City company. Funds also help promote sporting initiatives to the City's resident and workforce population	6,000	More than 10 years	City Road, London Wall, Bank area & Cheapside.
London Triathlon	Sunday  6 August	5 am – 1 pm	Limelight Sports	TfL, Westminster City Council	Sporting Event	15,000	Annual event	Lower route (Victoria Embankment)
Bloomberg Square Mile	Thursday evening	7 pm – 9pm	Square Mile Sport	City of London	Fun Run raising money for charity	1,500,	More than 10 years	Gresham Street

	13 September							
Royal Parks Half Marathon	Sunday 8 October	7.30am- 8.30pm	Limelight Sport	Royal Parks and Transport for London	Charitable event for Royal Parks Foundation.	15,000	More than 10 years	Victoria Embankment west of Blackfriars.
Lord Mayor's Show	Saturday 11 November	7am-7pm	City of London	City of London / Westminster and Transport for London	Procession to facilitate the Lord Mayor's obligations to the Sovereign.	6,000	Ceremonial event	City area west of Bishopsgate.
New Year's Eve Fireworks	Saturday 31 December	From b/w 2- 10pm until after midnight	GLA	Transport for London, Westminster & City of London	Focus of the UK's End of Year celebrations	120,000	Annual celebratory event	Blackfriars area & Westminster near London Eye

## APPENDIX 2 – Core Event Timeline for 2023

### 2023 Timeline: Core events

Date	Event	Disruption
05/02/2023	Winter Run	-2
02/04/2023	London Landmarks Half M.	-3
22 & 23/04/23	London Marathon	-3
28/05/2023	RideLondon	-3
23 or 24/06/23	Vitality 10k Race	-2
TBC (June)	Cart Marking	-1
18/07/2023	Great City Race	-5
06/08/2023	London Triathlon	-2
13/09/2023	Bloomberg Sq Mile	-1
08/10/2023	Royal Parks Marathon	-2
11/11/2023	Lord Mayor's Show	-4
31/12/2023	New Years Eve	-6

	Embankment / Thames St only (w/e)
	City (Weekend / Bank Holiday)
	City (Mon-Fri, evening)
	City (Mon-Fri, daytime)

Month	Week	Cumulative Disruption									
		1	2	3	4	5	6	7	8	9	10
Dec / Jan	52	New Year's Eve									
Jan	1										
	2										
	3										
	4										
Feb	5	Winter Run									
	6										
	7										
	8										
Mar	9										
	10										
	11										
	12										
Apr	13	London Landmarks									
	14										
	15										
	16	London Marathon									
	17										
May	18										
	19										
	20										
	21	RideLondon									
June	22										
	23										
	24										
	25	Vitality 10k									
July	26										
	27										
	28	Great City Race									
	29										
	30										
Aug	31	Triathlon									
	32										
	33										
	34										
Sept	35										
	36	Sq Mile									
	37										
	38										
Sept / Oct	39										
Oct	40	Royal Parks									
	41										
	42										
	43										
Nov	44										
	45	Lord Mayor's Show									
	46										
	47										
Dec	48										
	49										
	50										
	51										
	52	New Year's Eve									

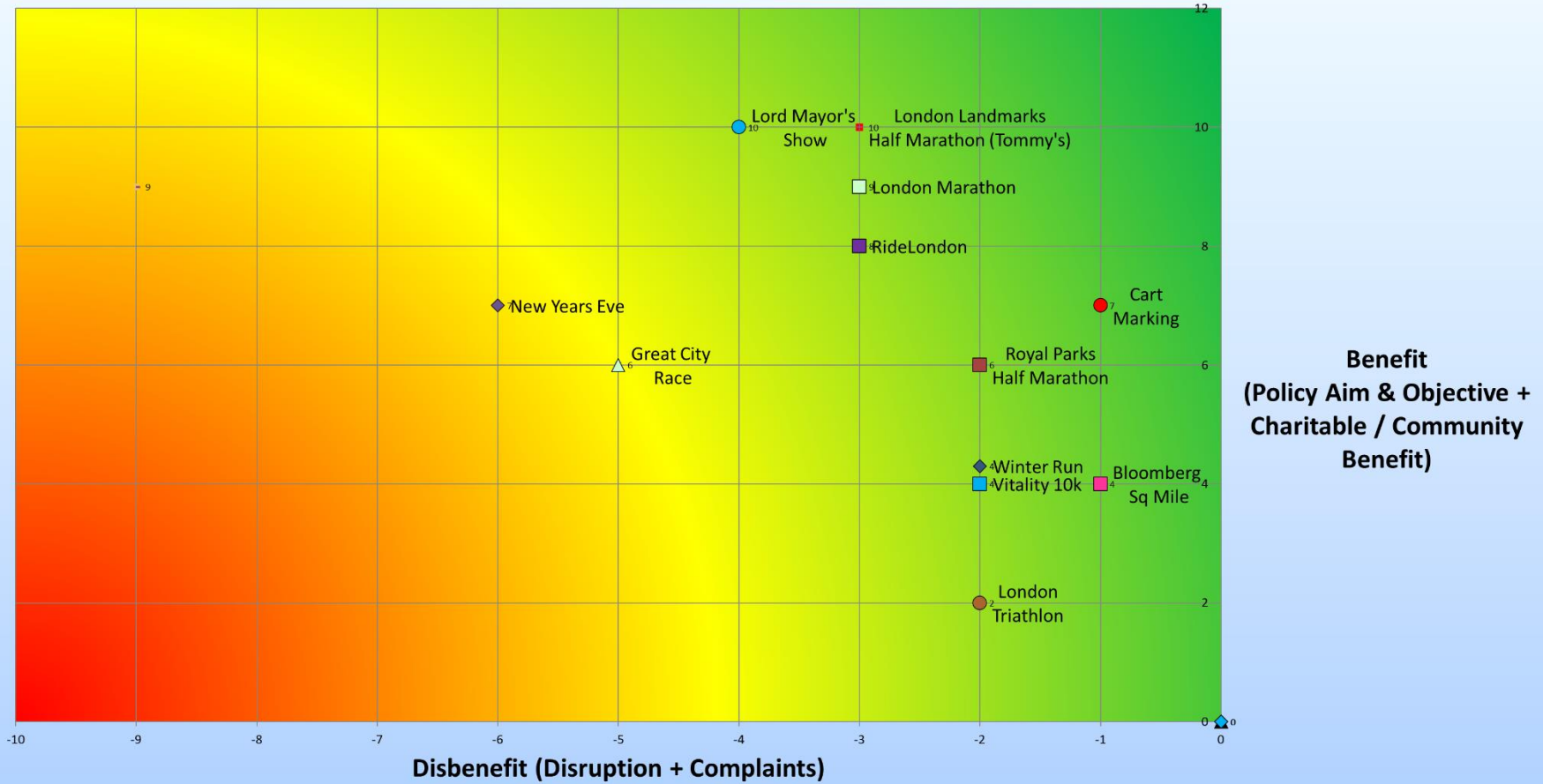
### APPENDIX 3 – Summary Event Assessment for 2023

An Event Assessment Matrix is applied to each event to determine its benefits and dis-benefits, and it remains a highly useful tool to determine the merits (or otherwise) of any proposed event. Members approved the framework for the assessment matrix, which is summarised below:

Disbenefit		Benefit	
Disruption & Impact	Past / Likely Complaints	Policy Aims & Objectives	Charitable / Community Support
Daytime major road closures / Major impact (-5)	Serious, numerous & political (-5)	City heritage / cultural 'difference' / Corporate Plan (inc visitor & cultural strategies) (5)	Not for Profit / Large charitable contribution / Overwhelming stakeholder support (5)
Evening major road closures (-4)	Numerous & political (-4)	London / National / International significance (4)	Charitable contribution (4)
Extensive weekend road closures / Medium impact (-3)	Numerous non-political (-3)	CoL Partner / City stakeholder (3)	Significant City community non-charitable benefit (3)
Limited weekend road closures (-2)	Some political (-2)	CoL Community Strategy (2)	Small charitable contribution (2)
Traffic holds / bubble / minor road closures (-1)	Small number (-1)	Member-only support (1)	Small community benefit (1)
No road closures No impact (0)	None (0)	No policy objective / No Member support (0)	Fully commercial (0)

Using these criteria, the relative assessment for the planned known events in 2023 is represented on are currently as follows:

### CORE EVENT ASSESSMENT (2022)



## APPENDIX 4 – Benefits in Kind 2022

Date	Event Name	Application Fee	Temporary Traffic Order	Hoarding Licence	Parking Suspension	Dispensation	Total
<b>February</b>							
13.02.2022	London Winter Run				1,740		1,740
<b>April</b>							
03.04.2022	London Landmarks Half Marathon				5,400		5,400
<b>May</b>							
02.05.2022	Vitality 10K				630		630
29.05.2022	Ride London 2022				1,680		1,680
<b>June</b>							
03.06.2022	Church Service	400	1,500		21,610		23,510
16.07.2022	Cart Marking				3,420		3,420
<b>September</b>							
04.09.2022	Merchant Navy Memorial Day	400	1,500		2,220		4,120
25.09.2022	Sheep Drive				600		600
<b>October</b>							
06.10.2022	Christ Hospital School St Matthew's Day Parade				65,315	136	256
28.10.2022	Sheriffs Ride	100					100
<b>November</b>							
12.11.2022	Lord Mayor's Show	400	1,500	270	65,315	216	67,701
13.11.2022	Remembrance Sunday	400	1,500				1,900
20.11.2022 - 08.01.2023	EC Christmas in The City			45			45
05.12.2022	Drapers Christmas Fayre				2,350		2,350
<b>TOTALS</b>		<b>1,700</b>	<b>6,000</b>	<b>315</b>	<b>105,085</b>	<b>352</b>	<b>113,452</b>