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| Hampstead Heath Consultative Committee | 11 March 2013 |
| Review of the Hampstead Heath Summer Events Programme 2012 | Public |
| Report of: Superintendent of Hampstead Heath | For Discussion |
| <p style="text-align: center;"><u>Summary</u></p> <p>This report reviews the 2012 summer events programme at Hampstead Heath, it also includes for clarity the work the teams have undertaken in supporting events at Highgate Wood and Queen's Park.</p> <p>In 2012, the Education and Play teams on Hampstead Heath jointly implemented 31 nature focused events through the summer holidays, these events were attended by some 3,500 individuals. Olympic and Paralympics themed events provided a unique opportunity to engage new audiences with the natural heritage of our Open Spaces. The summer events programme remains a key method for inspiring children and families about nature.</p> <p>Recommendations</p> <ul style="list-style-type: none"> • That the Consultative Committee note the success of the summer events programme and provide their views on the events. | |

Main Report

Introduction

1. The Hampstead Heath Education and Play team have managed a very successful joint programme of events through the August summer holidays aimed at families and children aged primarily 5-12 since 2010. These events aim to inspire and engage children and families with nature and also promote the value of our Open Spaces through an innovative combination of play and education-based activities.
2. In 2012, the Hampstead Heath Education and Play teams successfully designed and implemented 31 events through the month of August. Over 3,500 participants attended these events held across Parliament Hill, Golders Hill Park, Highgate Wood, and Queens Park, representing an increase in participation from 2011.

Review

3. Since 2010, the summer events programme has been developed for families and children aged 5-12. However, increasing numbers of families with children outside of this age range have been attending our events. As a result, we adapted our events in 2012 to reflect our younger audience.

4. The Education and Play teams engaged over 3,500 participants in 31 events across Hampstead Heath, Highgate Wood and Queen's Park. The success of these events was measured by their participation figures (Appendix A) and visitor feedback in the form of a comment book (see Appendix B for a selection of comments).
5. In 2012, to complement the successful Green to Gold campaign implemented across Open Spaces, new Olympic and Paralympic themed events were created. These events aimed to bring together the popularity and excitement of the Olympics and Paralympics with messages regarding conservation and the natural world. The events proved very popular and details of the positive feedback received can be found in Appendix B.
6. The 2012 programme also marked an even more successful year of managing these events jointly between the Play and Education teams on Hampstead Heath. Working in partnership, the teams allocated a lead for each event to ensure each event was successful, creative, and managed appropriately.
7. Overall, the main aim of the summer events programme is to engage children and families with the natural heritage and importance of our Open Spaces using alternative and innovative methods such as wild play and nature challenges. The events are designed to inspire participants through 'having fun' and this was achieved very successfully in 2012. Appendix C shows the variety of activities that were used to achieve this goal.
8. Using alternative methods for engaging children and families also allows the summer events programme promote messages about nature and Open Spaces to new audiences. While some of our visitors came specifically for the events, many were using the open spaces for other recreational activities and decided to participate.

Corporate & Strategic Implications

9. The summer events programme directly supports the Open Spaces Business Plan Strategy Aim 4: 'Promote opportunities to value and enjoy the outdoors for recreation, learning and healthy living.' and also contributes to the Improvement Objective 4: 'Market our services and provide events and opportunities to learn for all within our communities.'

Implications

10. The programme adheres to the original budget from the 2009 external entertainments budget for Hampstead Heath and therefore does not incur additional expense. Some additional budget was allocated from Queen's Park and Highgate Wood to cover the costs of entertainment programmes at these respective sites.

Conclusion

11. In 2012, our summer events programme was attended by 3,500 individuals over 31 events across Parliament Hill, Golders Hill Park, Highgate Wood and Queen's Park. These events are an excellent opportunity to engage new audiences with the natural heritage and importance of our Open Spaces through interactive, innovative and alternative activities.

Background Papers:

Appendices

Appendix A – Participation figures for summer events

Appendix B – Highlights from the customer feedback book

Appendix C – Images of the innovative events

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Appendix A – Participation figures for summer events

Table 1: Event Participation by Open Space

| | Number of Children | Number of Adults | Total Attendance | Number of events |
|--------------------------|-----------------------|---------------------|---------------------|---------------------|
| Highgate Wood | | | | |
| Climb, swing, bounce | 250 | 95 | 345 | 1 |
| Wild play | 72 | 43 | 115 | 1 |
| Wild & Wacky Olympics | 110 | 51 | 161 | 1 |
| Nature Paralympics | 65 | 40 | 105 | 1 |
| Parliament Hill | | | | |
| Climb, swing, bounce | 170 | 80 | 250 | 1 |
| Rookie Rangers | 36 | 0 | 36 | 4 |
| Save the World Girl | 6 | 4 | 10 | 1 |
| Secret Garden | 228 | 149 | 377 | 4 |
| Wild play | 144 | 67 | 211 | 1 |
| Wild & Wacky Olympics | 86 | 33 | 119 | 1 |
| Nature Paralympics | 15 | 15 | 30 | 1 |
| Storytelling | 40 | 27 | 67 | 1 |
| Queens Park | | | | |
| Bugs & Butterflies | 93 | 43 | 136 | 1 |
| Wild play | 116 | 44 | 160 | 1 |
| Wild & Wacky Olympics | 127 | 42 | 169 | 1 |
| Golders Hill Park | | | | |
| Bugs & Butterflies | 130 | 53 | 183 | 1 |
| Save the World Girl | 12 | 8 | 20 | 1 |
| Wild play | 132 | 60 | 192 | 1 |
| Zoo days | 234 | 155 | 389 | 4 |
| Wild & Wacky Olympics | 133 | 52 | 185 | 1 |
| Nature Paralympics | 104 | 82 | 186 | 1 |
| Storytelling | 33 | 20 | 53 | 1 |
| Grand Total | 2336 | 1163 | 3499 | 31 |

**All figures are estimates taken during the events*

Appendix B – Highlights from the customer comment book

Parliament Hill

“So important for kids to interact with nature.” – *A father at the Summer Secret Garden*

“Thank you for doing this. I really enjoyed it thanks” – *A child at Climb Swing Bounce*

Queen’s Park

“This is probably the first time my kids asked to go home because *they* were tired.” – *A mother at Wild Play Day*

“I love Queen’s Park. Thank you for a lovely time!” – *A child at Wild & Wacky Olympics*

“I really liked these activities because they are really interesting to do and they are very exciting!” – *A child at Wild & Wacky Olympics*

Golders Hill Park

“The activities for children were brilliant. The sensory area was well thought through and perfect for young ones” – *A mother at Nature Paralympics*

“Thank you for showing me the butterflies.” – *A child at Bugs and Butterflies*

Highgate Wood

“So much better than the clowns you used to have.” – *A father at Climb Swing Bounce*

“I liked making tree spirits. It was amazing!” – *A child at Wild Play Day*

Appendix C – Images of the innovative activities

