

Committee(s)	Dated:
Streets & Walkways Sub Committee	4 February 2025
Subject: Special Events on the Highway	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	Diverse Engaged Communities & Vibrant Thriving Destination
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Executive Director of the Environment	For Decision
Report author: Ian Hughes, Director City Operations, Environment Department	

Summary

This report outlines the major special events planned for 2025 and provides Members with an opportunity to consider & comment on the appropriateness of those events, considering their nature, scale, impact and benefits.

There continues to be a relative stable core of 13 regular sporting, ceremonial, or celebratory events likely to take place on the City's streets in 2025. 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 Sports Strategy, as well as the aims & objectives of key City partner organisations and community groups.

Last year saw a new event called the Sports Fest involving a combination of activities in the City Cluster and organised by Central London Alliance in conjunction with several of the City's BIDs.

Finally, this report also notes for Streets and Walkways Sub Committee the event related 'benefits in kind' granted to charitable & other organisations in 2024.

Recommendation(s)

Members are recommended to:

- Agree to support the regular core events programme listed in paragraph 9 and detailed in Appendix 1.

Members 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 on on-street special events currently planned to take place in 2025. Although some events are more commercial than others, most are organised with the intention of raising money for charitable causes of 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 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, Remembrancer's and the City Police.
3. The Executive Director, Environment Department has delegated authority to write traffic orders to close roads 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 and approvals.

Events from 2024: Sports Fest

4. This event was new to 2024 based around St Paul's, Aldgate and the Crescent, and involved various activities offering free family sessions and corporate challenges for businesses to enjoy, from crazy golf, beach volleyball/tennis, pickleball and a variety of mini games.
5. Although this event was not without its challenges, it was still a success and met several of the City's objectives such as increasing footfall from visitors, creating a rich and thriving social and cultural offering aligned to the objectives of Destination City.
6. This event was a relatively new concept which, although not requiring road closures, did require parts of the highway to be occupied for several weeks at a time. The City's authority to allow events to take place is limited by legislation to a maximum of three days so approval for these events had to be sought from the Secretary of State, lengthening the time needed for the application to be authorised. Given that similar such events are likely to be requested in future, this has led to a review of the application process, notice periods and fees to reflect

the additional level of complexity involved.

7. Reflecting on last year's event, it was also clear that the City Corporation should consider the policy objectives & benefits of such events, and not simply consider them in terms of accessibility, health & safety and disruption to the community. There was a clear steer from Members that applicants should be able to demonstrate how such events are aligned to key corporate policies, and as such, work is currently in progress to produce a policy framework that applications such as this can be assessed against. This would include:
 - Alignment to and delivery of, key corporate strategies such as Destination City, Sports Strategy & Cultural Strategy
 - Quality threshold i.e., is it a good quality event?
 - Relevance to the City Corporation and / or Square Mile
 - Experience of organising similar past (and successful) events
8. A condition of the application will be for the Event organisers to provide an event summary of both qualitative feedback and quantitative data which should include, for example:
 - Data intelligence i.e., number of attendees, diversity, where they travelled from,
 - Press and publicity
 - A benefits realisation assessment in relation to their event's objectives and the City's policy framework

Events Calendar 2025

9. The City's on-street event programme has developed a consistent rhythm, with a core programme of 13 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

- London Winter Run – Sunday 23 February
- London Landmarks Half Marathon – Sunday 6 April
- London Marathon – Sunday 27 April
- Saucony London 10k (previously Asics 10k/London 10k) – Sunday 13 July
- Great City Race – Tuesday 22 July (evening)
- London Triathlon – Sunday 10 August
- Bloomberg Square Mile Run – Thursday 18 September (evening)
- Vitality 10k Race – Sunday 28 September
- Royal Parks Half Marathon – Sunday 12 October

Ceremonial

- Cart Marking – Saturday 19 July
- Sheep Drive – Sunday 28 September

- Lord Mayor's Show – Saturday 8th November

Celebratory

- New Year's Eve – 31 December

10. 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.
11. 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.
12. This year, there will be no RideLondon event taking place. Following strategic discussions with partners, London Marathon Events consider it to be the right time to take a pause and work on a new concept for this cycling event.
13. 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.
14. As Members & officers have noted before, with 13 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 2025

15. 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.
16. 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)

17. Due to the upcoming election, this report is slightly earlier in the year than usual, and we are yet to receive any applications for one-off events in 2025 that would require roads to be closed. However, applications linked to the Cultural Strategy review, Destination City and / or the Sports Strategy (see below) are still possible, and Members will be informed as appropriate as these come forward.

Cultural Strategy & Destination City

18. In August 2024, Emma Markiewicz, Director of The London Archives was appointed as the Senior Responsible Officer to lead as the Head of Profession for Culture. The role is to lead the delivery of the Cultural Strategy for the City Corporation, encompassing our institutions as well as other cultural and partner attractions in and around the Square Mile. This is a pivotal role, reporting to the Culture, Heritage and Libraries Committee and links with the Destination City programme.

19. The Head of Profession for Culture has a principal task of creating the new Cultural Strategy for the City of London Corporation. This piece of work needs to be undertaken to fill a significant gap which has grown and to support Destination City as positioning the Square Mile as a magnetic place. It will contribute to the City Plan 2024 and the Corporate Plan objectives, including to develop a vibrant thriving destination. The ambition is that the implementation of the Cultural Strategy will reposition the City Corporation as a leading cultural destination.

20. Any activity in 2025 on the highway or in the public realm under the new Destination City Programme or Culture team will be planned and carried out in close collaboration with the relevant internal departments. To ensure that the need for any road closures and special event applications are completed within the necessary timeframe and following correct procedures.

21. Background information regarding the Destination City Review and the development of the Cultural Strategy can be found in 'Developing the Cultural Strategy – Terms of Reference', CHL, 9th December ([public](#)).

Sports Strategy

22. Members will be aware that a new sport strategy for the Square Mile was approved by the Policy and Resources Committee in June 2023. The vision is for the City of London to become a global city of sport by investing in sports facilities, activating our public spaces, celebrating the impact of sport, attracting high

quality sport events and promoting community sport.

23. We are midway through the first phase of the strategy and progress in being made on delivering the sport priorities for the organisation. This Sub Committee has specific interest in the aspirations to activate our public spaces and attract high quality sport events to the Square Mile. On activating spaces, funding has been approved to install a new outdoor gym facility on Old Watermen's Walk as part of a wider plan to increase free-to-use sport and fitness equipment available to residents, workers and visitors. On events, officers are exploring opportunities to host new sport events in the Square Mile and will update Members on developments on this in due course.
24. Phase 2 of the sport strategy is due to commence in April 2026 and officers are already considering options around long term funding and governance arrangements for delivering on these sport objectives for the City Corporation. Members of this Sub Committee will be kept informed of these proposals as they develop.

Financial Implications: Benefits in Kind

25. 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.
26. 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.
27. For some time, the Environment Department has summarised this information for the Finance 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.
28. 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

29. 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 the London Marathon and New Year's Eve celebrations.

Corporate & Strategic Risk Implications

30. 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.

31. 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

32. None

Conclusion

33. This report summarises the major events planned for 2025, 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 2025
- Appendix 2 – Core Event Timeline for 2025
- Appendix 3 – Summary Event Assessment for 2025
- Appendix 4 – Benefits in Kind for 2024

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APPENDIX 1 – Core Event Programme 2025

EVENT	DAY & DATE	TIMES	ORGANISER	APPROVAL AUTHORITY	BENEFIT OF EVENT	NO.	EVENT HISTORY	CITY OF LONDON ROUTE
London Winter Run	Sunday 23 February	7.30am – 4pm	Human Race Ltd	City of London	Community event raising money for charity	18,000	9 th year	City Streets, and Westminster (WCC)
London Landmarks Half Marathon	Sunday 6 April	6.30am – 4pm	Tommy's (with The Great Run Company)	City of London & City of Westminster	Community & Charitable Event	16,000	7 th Year	Iconic sites within the City
London Marathon	Sunday 27 April	7am- 8.30pm	London Marathon Limited	Transport for London	Significant charity fund raising, plus surplus used to support specific sporting projects.	50,000	More than 20 Years	Embankment & Upper / Lower Thames St
Saucony London 10k (previously Asics 10k/London 10k)	Sunday 13 July	7am – 2pm	Motivsports	City of London, Westminster & Transport for London	Community events raising money for charity	15,000	Annual event	Embankment, Upper/Lower Thames St
Cart Marking	Saturday 19 July	7am – 2pm	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 22 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 10 August	5am – 1pm	Limelight Sports	TfL, Westminster City Council	Sporting Event	15,000	Annual event	Lower route (Victoria Embankment)
Bloomberg Square Mile	Thursday evening 18 September	7pm – 9pm	Square Mile Sport	City of London	Fun Run raising money for charity	1,500,	More than 10 years	Gresham Street

Vitality 10K Race	Sunday 28 September	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
Sheep Drive	Sunday 28 September	5.30am – 7pm	Worshipful Company of Woolman	City of London / Southwark	Historical City Event with sheep being herded over Southwark bridge by Freemen of the City as well as a Livery Fair in Queen Street	1,000	More than 10 years	Southwark Bridge, Queen Street Place, Queen Street
Royal Parks Half Marathon	Sunday 12 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 8 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	Wednesday 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

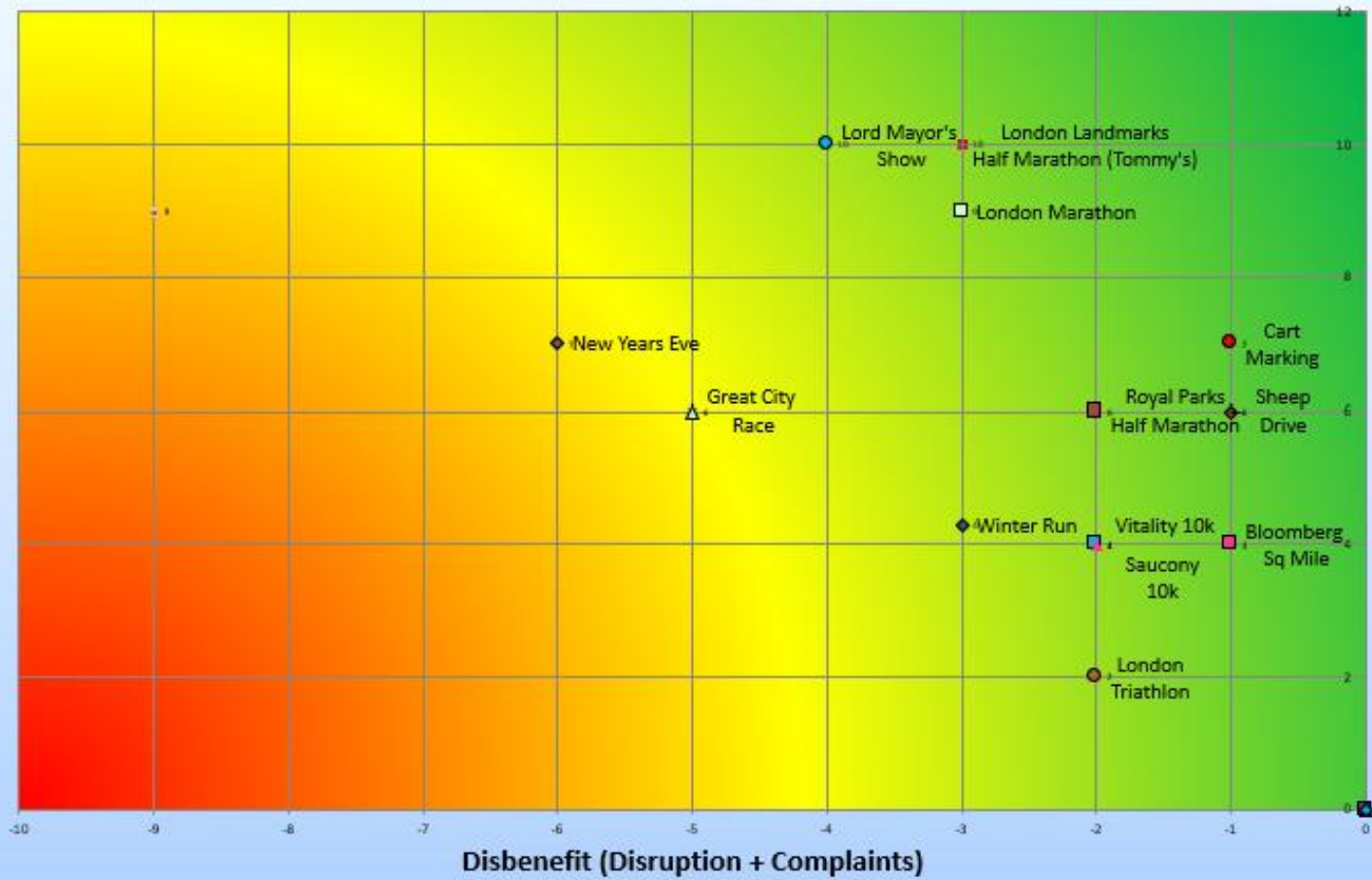
APPENDIX 3 – Summary Event Assessment for 2025

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 2025 is represented on are currently as follows:

CORE EVENT ASSESSMENT (2025)



Benefit
(Policy Aim & Objective +
Charitable / Community
Benefit)

APPENDIX 4 – Benefits in Kind for 2024

Date	Event Name	Application Fee	Temporary Traffic Order	Hoarding Licence	Parking Suspension	Dispensation	Total
February							
25/02/2024	London Winter Run				630		630
April							
07/04/2024	London Landmarks Half Marathon				2,810		2,810
May							
22/05/2024	Sheriffs Ride	150					150
26/05/2024	Ride London				1,165		1,165
June							
04/06/2024	Trinity Tide Procession	500	1,900				2,400
26/06/2024	Japan State Visit				4,035		4,035
July							
20/07/2024	Cart Marking				1,320		1,320
23/07/2024	Standard Chartered Great City Race				3,120		3,120
September							
08/09/2024	Merchant Navy Memorial Day	150			1,720		1,870
16/09/2024	Fusilier's Freedom of the City	500			1,830		2,330
22/09/2024	Vitality 10k				1,380		1,380
26/09/2024	Bloomberg Square Mile				1,680		1,680
29/09/2024	Sheep Drive				280		280
November							
09/11/2024	Lord Mayor's Show	500	1,900	530	77,515		80,445
10/11/2024	Remembrance Sunday	500	1,900		310		2,710
10/11/2024	Trinity Square Remembrance Sunday	500	1,900				2,400
December							
02/12/2024	Lord Mayor's Banquet				4,035		4,035
24/12/2024	Smithfield Meat Auction	150					150
TOTALS		2,950	7,600	530	101,830		112,910