

APPENDIX 1: EVENT ASSESSMENT MATRIX

Company	Date	Location	Disbenefit			Benefit		
			Disruption & Impact	Past / Likely Complaints	Total	Policy Aims & Objectives	Charitable / Community Benefit	Total
London Marathon	13-Apr-14	Embankment / Thames St	-2	-2	-4	4	5	9
BUPA 10k	25-May-14	Central City	-3	-1	-4	2	4	6
Smithfield Nocturne	07-Jun-14	Smithfield	-2	0	-2	3	0	3
City Run Fast	22-Jun-14	St Pauls / Bank / GH	-3	-1	-4	2	2	4
Children's Parade	27-Jun-14	GH / Cheapside / St Pauls	-5	-2	-7	3	3	6
Tour de France	07-Jul-14	Embankment / Thames St	-5	-3	-8	4	0	4
SC Great City Race	10-Jul-14	Central City	-4	-4	-8	2	4	6
British 10k	13-Jul-14	Embankment / Thames St	-2	0	-2	2	4	6
Cart Marking	16-Jul-14	GH / London Wall	-1	0	-1	5	3	8
Royal Marines	25-Jul-14	Moorgate / Bank / GH	-3	-1	-4	5	5	10
Triathlon	03-Aug-14	Embankment / Thames St	-2	0	-2	2	0	2
RideLondon	9&10-Aug-14	Central City	-3	-2	-5	4	1	6
Tour of Britain	14-Sep-14	Embankment / Thames St	-2	-2	-4	4	1	5
Bloomberg Sq Mile	18-Sep-14	GH	-1	0	-1	2	2	4
Royal Parks Marathon	05-Oct-14	Embankment / Thames St	-2	0	-2	2	4	6
Lord Mayor's Show	08-Nov-14	City	-3	-2	-5	5	5	10
New Years Eve	31-Dec-14	Western City	-3	-1	-4	4	3	7
Winter Run	Jan/Feb 2015	Embankment / Thames St	-2	0	-2	2	2	4
Walk In Her Shoes	05-Mar-15	To be finalised	-1	-1	-2	4	2	6

Scoring Criteria

Disbenefit	
Disruption & Impact	Past / Likely Complaints
Daytime major road closures / Major impact (-5)	Serious, numerous & political (-5)
Evening major road closures (-4)	Numerous & political (-4)
Extensive weekend road closures / Medium impact (-3)	Numerous non-political (-3)
Limited weekend road closures (-2)	Some political (-2)
Traffic holds / bubble / minor road closures (-1)	Small number (-1)
No road closures / No impact (0)	None (0)

Benefit	
Policy Aims & Objectives	Charitable / Community Support
City heritage / cultural 'difference' / Corporate Plan (inc visitor & cultural strategies) (5)	Not for Profit / Large charitable contribution / Overwhelming stakeholder support (5)
London / National / International significance (4)	Charitable contribution (4)
CoL Partner / City stakeholder (3)	Significant City community non-charitable benefit (3)
CoL Community Strategy (2)	Small charitable contribution (2)
Member-only support (1)	Small community benefit (1)
No policy objective / No Member support (0)	Fully commercial (0)

