

Committee(s):	Date(s):
Hampstead Heath Consultative Committee	9 th July 2012
Subject: Proposal to Hold Affordable Art Fair in June 2013	Public
Report of: Superintendent of Hampstead Heath	Late Paper for Discussion and Receiving Written Views

Summary

In January 2012 your Committee provided views on the success of the 2011 Hampstead Affordable Art Fair and supported the principle of hosting an event in October/November 2012 and principle of the event moving to a date in June 2013, subject to more details being provided.

Following consideration by officers and representatives of the Affordable Art Fair this report sets out a proposal to hold an event on Hampstead Heath for a 23 day period from the 2nd June 2013 to the 24th June 2013 with the fair taking place between Wednesday 12th and Sunday 16th June 2013.

It also seeks support to host events in 2014 and 2015, together with researching the viability of hosting another event on the back of the Affordable Art Fair, which could generate additional revenue to support the management of Hampstead Heath.

Recommendations

That the Consultative Committee's views are received on the proposal to:

- enter into a licence with The Affordable Art Fair for a 23 day period from 2nd June to the 24th June 2013 with the fair taking place between Wednesday 12th and Sunday 16th June 2013.
- support the principle of hosting events in June 2014 and 2015, subject to satisfactory review of the 2013 event.
- support the principle for the Affordable Art Fair hosting a second event on the back of June show in 2014 and/or 2015, subject to further research and views of this Committee being received.

Main Report

Background

1. The Affordable Art Fair (AAF) was established in 1999 by Will Ramsay, founder, as a public showcase for contemporary art. Affordable Art Fairs are events that are now held successfully in Bristol, New York, Singapore, Melbourne, Amsterdam, and Brussels as well as a bi-annual event held in Battersea Park, London.
2. Galleries exhibit original work including paintings, sculpture, photography and prints. AAF creates a relaxed, friendly, enjoyable family environment where the public can browse, enjoy and learn about contemporary art, which is also available for purchase.
3. It is an event which principally supports the visual arts, participation and learning. It is open to the public for four and a half days with two reception evenings, including one charity benefit night.
4. The inaugural AAF Hampstead welcomed 17,000 (adult) visitors over the course of four and a half days and £2.6 million of art work was sold by the 98 galleries exhibiting. AAF does not take any commission on artwork sold – this figure is solely based on the items sold by all the participating galleries.
5. AAF Hampstead was deemed a significant success, for the Heath and for the art community. Considering it was a first event in a new area and with the scale of the project, there has been much positive feedback given by both visitors and exhibitors.

Current Position

6. A major issue for Hampstead Heath AAF 2011 was the conflict between hosting the Battersea and Hampstead fair back to back. Galleries exhibiting the week before were very unhappy about “*playing second fiddle*” to the Hampstead fair and felt AAF had split the market, diverting potential clients away from Battersea in favour of Hampstead.
7. Approval was given at your January 2012 Committee to host an event between 31st October and 4th November 2012. AAF made it clear that the only option for AAF Hampstead to take place in 2013 and beyond to minimise conflict with other art fairs was to host an event in early summer. The only viable date for the fair being June 2013. If approved it was then

hoped that the fair would become an annual fixture in the community and the Hampstead Heath diary at that time of year. It is thought the fairs success as an community event will increase significantly once it stands alone and is no longer in the shadow of the AAF Battersea the week before.

8. Preparations for the Hampstead AAF November 2012 are now well underway with marquees secured and a more refined marketing strategy in place. It is hoped that 2012 will build upon the success of the 2011 event and provide a platform to launch a summer fair in 2013. In 2012 AAF will be supporting the newly formed Keats Community Library as their charity beneficiary for the duration of the fair.

Proposals

9. Following discussions with officers and the AAF Board a proposal (see attached) has now been received to host an event in June 2013. The proposal would be to take a 23 day licence from the 2nd June to the 24th June 2013, with the fair taking place between Wednesday 12th and Sunday 16th June 2013. AAF will then be off-site before the peak season on the Heath commences in July 2013. Officers have reviewed the calendar of Heath activities and support the proposal.
10. The proposed timing coincides with the Hampstead Summer Festival where the art fair would be of substantial support to the festival by attracting audiences from across London to visit. AAF would aim to collaborate with the Hampstead community to tie into their Summer Festival and add a large cultural event to the festival roster.
11. AAF would like the fair to become an annual fixture in the community and the Hampstead Heath diary from June 2013 onwards and it is proposed that Committee approves the principle of AAF having a Licence for 2014 and 2015.
12. In addition AAF have begun investigations on the ability to host a second event for a further 5 day hire period on the back of the summer event. Several ideas have been initially considered, including a garden/flower show, but much more consideration has to be given to the economic viability of such a proposal. At this stage AAF have not been able to consider the business case in more detail and wish to secure the June 2013 event and review its success before committing resources to further research.

Corporate & Strategic Implications

13. This proposal supports the City Together Strategy of being “vibrant and culturally rich”. It also helps to supports the Open Spaces Business Plan

improvement objective of “Marketing our services and adapting events and education programmes to deliver opportunities particularly for young people.”

Implications

Financial

14. Overall the 2011 AAF Hampstead Fair company made a loss of £50,000. The City received £30,000 income for hire of the site and a further £20,000 towards operational costs of staff time, transport and materials. The income for the use of the site has been reviewed in terms of maximising the contribution to support management of the Heath and whilst the 2012 site fee will remain at £30,000 the operational costs in 2012 will rise to £25,000.
15. If a three year licence is approved in principle then the site fee would be increased for 2013, depending on the performance of the fair in 2012 and if it breaks even (as predicted) or makes some profit (as aims to), and the operational fee set at £25,000, subject to annual review.
16. As set out in the report, there remains the potential for an additional event. Subject to further research, this could be for a further five day hire period, potentially doubling the fee that the City Corporation receives from AAF.

Risk implications

17. These are set out in some detail in the detailed post fair report. Ultimately it is a commercial decision for AAF to determine whether or not to hold an event on the Heath. The ability to earn additional income from East Heath fairground site was a matter that was raised with many local groups and Societies at meetings held during 2011 about budget reductions. There was a consensus that this area of the Heath could accommodate additional events, if they were complementary to the Heath and local area. The provision of an art fair was a popular event and hopefully in future years AAF can build upon the community partnerships to strengthen the relationship with this event.

Legal Implications

18. Under article 7(1)(bb) of the Ministry of Housing and Local Government Provisional Order Confirmation (Greater London Parks and Open Spaces) Act 1967 (“the Order”) the City may provide exhibitions and trade fairs on the Heath for the purpose of promoting the arts.

19. Under article 7 of the Order the City may erect structures and set apart or enclose a part of the Heath. Under article 8 of the Order the City may enter into a licence with any person to provide such an exhibition or trade fair subject to such terms and conditions as to payment or otherwise as it considers desirable, and to sell goods. Under article 10 of the Order the City may authorise the licensee to make reasonable charges for admission.
20. AAF would be responsible for securing all necessary permissions to host the event.

Conclusion

21. Overall the provision of Hampstead AAF has been seen as a very positive addition. Many views favoured an annual fair on the Heath as it underlines the area's rich traditions with the arts and incorporated many community values, whilst creating a revenue stream for the City of London. The provision of June 2013 Hampstead AAF will hopefully ensure not only future economic success for AAF but also the basis to become an annual fixture in the community and the Hampstead Heath diary from June 2013 onwards.

Background Papers:

Hampstead Heath, Highgate Wood and Queen's Park Management Committee, Review of Affordable Art Fair on Hampstead Heath in October 2011 and Proposals for 2012 and 2013, January 2012

Appendices

Affordable Art Fair, The Affordable Art Fair Hampstead Heath – June 2013 Proposal

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