

<b>Committee(s)</b>	<b>Dated:</b>
Queen's Park Joint Consultative Group – For Discussion	9 November 2016
Hampstead Heath, Highgate Wood, Queen's Park Committee – For Decision	21 November 2016
<b>Subject:</b> Queen's Park – Outcome of Events Survey 2016	<b>Public</b>
<b>Report of:</b> Superintendent of Hampstead Heath	<b>For Discussion</b>
<b>Report author:</b> Richard Gentry – Open Spaces Department	

### Summary

This report provides an update to Members of the Queen's Park Joint Consultative Group (QPJCG) regarding the online survey that was carried out between May 2016 - September 2016. The report provides information on the current types of events held in the park, survey feedback and resource implications, e.g. staffing costs, income generation. The survey canvassed the views and opinions of Queen's Park users and non-users on current and future events in the Park.

### Recommendation(s)

Members are asked to:

- Note the content of the report.
- Discuss the results and feedback from the survey and consider the implications for future events in Queen's Park and provide feedback to the Hampstead Heath, Highgate Wood and Queen's Park Committee.

### Main Report

#### Background

1. At the Hampstead Heath, Highgate Wood and Queen's Park Committee on 23 November 2015 it was resolved "That the proposal to introduce Zippos Circus to Queen's Park be deferred for one year whilst Officers carry out further consultation with local residents and user groups regarding the provision of income-generating events at Queen's Park." An income target had been set to achieve an additional £5K from events in the park for the financial year of 2016/2017. A survey was developed in order to collate information about the attitudes towards events and organised activities at Queen's Park.

2. Queen's Park already has a number of events which take place throughout the year. These include bands performing on the bandstand, children's entertainers and outdoor cinema screenings. Queen's Park Day has been a growing attraction for a number of years. It was first held 30+ years ago, and now receives over 14,000 visits on the day. In the past, the park has also hosted a number of Book Festivals and continues to support events in the park as part of the bi-annual Queen's Park Open Garden and Studio Festival.
3. There is a desire from green space visitors to attend outdoor events. Although only a small percentage of our visitors have completed the survey, it is apparent that they value the green space and the benefits that a wider, well managed event programmes can provide the local community. Consideration needs to be given to an appropriate balance when considering events in the park, e.g. their location and the potential impact that these events may have on users and the environment. Particularly careful consideration is required as to the City's duty to preserve the natural aspect of the park.
4. Events in the Park encourage visitors to make use of the Park for alternative activities and may encourage those attending to get involved further in the Park offer or make use of the Park's facilities, e.g. the café, sports and recreation or play facilities.
5. An online survey was developed and made available to users and non-users in May 2016. The survey link was communicated via the Queen's Park website and via social media. The Park Manager attended Queen's Park Area Residents' Association (QPARA) meetings and informed the group of the survey and how it could be completed online and explained the purpose of the survey was.

## **Survey**

6. The survey was designed to seek the thoughts and opinions of the Parks users and non-users on a range of events which are either currently part of the event programme, or under consideration to be added to the event programme in the future.
7. The survey was available from mid May 2016 until late September 2016. There was an opportunity for paper copies to be completed at Queen's Park Day, 18 September 2016.
8. The survey posed a range of questions, including the following questions about the person completing the survey:
  - My postcode (free text)
  - How often I come to Queen's Park (every day, at least once a week, at least once and a month, less than once a month)
  - I use this park because (I live nearby, I work nearby, I shop nearby, I study nearby, I come for events and activities, I am happy to travel from further afield)
  - How I get to the park (walk, cycle, car, bus, train, other)

- How long my journey takes (0-5, 6-10, 11-15, 16-20, 21-25, more than 25 minutes)
  - How long I usually spend in the park (up to 30 mins, 30 mins to 1 hour, 1 hour to 2 hours, more than 2 hours)
9. The survey also asked respondents to indicate '*Events and Activities I would like to enjoy in the Park might be*' with over twenty options for types of events and activities listed. There was also an opportunity for free text to be added.
10. The events listed were:
- Outdoor activities for younger children and families
  - Larger annual events - e.g. fireworks display
  - Activities for teenagers
  - Sports coaching and competitions
  - Smaller, more regular music events - e.g. bandstand performances
  - Arts events
  - Activities and events that celebrate nature and wildlife
  - Practical conservation and gardening sessions
  - Things to do any time - e.g. trails and activity packs
  - Opportunities to volunteer and get involved
  - 'Healthy living' events and activities
  - Food and drink events
  - Events inspired by the heritage of the Park
  - Horticultural shows
  - Gentle exercise events – walks, etc.
  - After-school clubs
  - Weekend activities for children
  - Holiday activities for children
  - Indoor activities in poor weather
  - Outdoor cinema
  - Community celebrations and festivals
  - Calendar events (e.g. Easter, Eid, Christmas, Diwali etc.)
  - Educational events and learning opportunities
  - Special winter events (e.g. skating etc.)
11. Those completing the survey were asked how they would like to be kept informed in the future and if they would like to volunteer in Queen's Park. There were also optional questions about ethnic group, age and gender.

## **Survey Feedback**

12. The survey was completed by 87 people. 45 people wanted to be kept in touch with future park activities with 14 of those interested in volunteering opportunities.
13. A significant number of respondents indicated that they visit the park for events and activities (43 percent). The majority of those completing the survey, 70 percent would enjoy larger annual events, e.g. fireworks display, closely followed

by outdoor activities for younger children and families with a response rate of 66 percent. The survey results indicated less interest in activities for teenagers, however this is likely due to low participation by younger age groups. Horticultural shows and educational events and learning also scored lower than other events.

14. The survey included a category for 'other' events and a free text field for suggestions for events and activities not listed. Of the eight survey responses that selected 'other', none referred to a circus being a considered event in Queen's Park. Zippos Circus continues to use Brent Cross and Hampstead Heath for circus events in the autumn.
15. The survey allowed those completing it to enter free text, there is no mention of a circus being a considered event in Queen's Park. Zippos continue to use Brent Cross and Hampstead Heath for circus events in the autumn.
16. A full breakdown of the results from the survey is shown at Appendix 1.

## **Visitors and Community**

17. Events in 2016 have included the following:

- Where is the Nomad (four outdoor screenings were held in the park over the summer)
- Regent Community brass band
- Children's shows (performed by the Play Area)
- Family Fun sessions (organised by the RSPB. 28 Sessions were delivered with 1,400 children attending)

18. The Nomad Cinema events are licensed by the City of London and the income from these events offsets the costs for the Bandstand performance and the children's entertainment.
19. The City of London provides Bandstand performances and children's entertainment in the park at no cost to the public.
20. Brent Council have recently announced a change of venue for their annual fireworks display. Previously this has taken place in Roundwood Park, it has now moved to the north of the Borough to Wembley Park.

## **Corporate & Strategic Implications**

21. Events in Queen's Park will help fulfil the City of London Corporation's Corporate Plan 2015-19; to provide valued services, such as education, employment, culture and leisure, to London and the nation. A programme of events in Queen's Park also meets the Department's Strategic Goals and Objectives; Protect and conserve the ecology, biodiversity and heritage of our sites, Embed financial sustainability across our activities by delivering identified programmes and projects, Enrich the lives of Londoners by providing high quality and engaging educational and volunteering opportunities, Improve the health and wellbeing of

community through access to green space and recreation. The approach to managing events also contributes to the Departmental values of quality, inclusion, environment, promotion and people.

22. The City of London Corporation (Open Spaces) Bill, which is currently before Parliament, will (if passed) provide an express power to hold events. One requirement of the Bill is the development of an Events Policy, including site-specific provision, in consultation with local groups. The survey may assist with the development of this Policy so far as it applies to the park.

## **Implications**

23. Any operational requirements highlighted in the report will be met from the Queen's Park Local Risk Budget. The City of London provides resource for some of the community focussed events in the park. These events have implications on the staffing budget, e.g. overtime or casual staffing costs. Staff are also required to provide support from across the Division, e.g. supply of mobile toilets.
24. Consideration of holding any event in the park should include the impact that it may have on the local community, e.g. noise, traffic, increase in visitor numbers.

## **Conclusion**

25. The 87 survey responses indicate a high level of support for developing a diverse programme of events at Queen's Park, including a desire for larger annual events. However, as the questionnaire did not specifically survey attitudes towards a circus act it is recommended that further discussion takes place with stakeholders in regard to help inform appropriate types of events for Queen's Park.
26. Core finding in the park has been reduced in the financial year 2017/2018. The park will see a reduction of 5.5 % in its operational budget.

## **Appendices**

- Appendix 1 – Queen's Park Event Survey Results and Feedback

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