

Committee(s)	Dated:
Hampstead Heath Consultative Committee - For Discussion	29 January 2018
Hampstead Heath, Highgate Wood, Queen's Park Committee - For Decision	21 February 2018
Subject: Review of Events Programme 2017 & Provisional 2018 Events Programme	Public
Report of Superintendent of Hampstead Heath	For Discussion/ Decision
Report author: Paul Maskell - Leisure and Events Manager	

Summary

The following report details the successes of the 2017 Hampstead Heath Events Programme, and sets out the provisional Events Programme for 2018.

Recommendation(s)

It is recommended that:

- Members note the success of the 2017 Hampstead Heath Events Programme in engaging with audiences, attracting new visitors to the Heath, and working with partners to provide a valuable service for the local community and beyond.
- Members of the Hampstead Heath Consultative Committee provide feedback on the proposed 2018 Events Programme (appendix 2).
- The Superintendent seeks the views of Members in relation to a proposed exclusion of performing animals for the 2018 events programme, as set out in para 18-20.
- The views of the Hampstead Heath Consultative Committee are conveyed to the Hampstead Heath, Highgate Wood and Queen's Park Committee at their February meeting.
- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee agree the proposed 2018 Events Programme.

Main Report

Background

1. Hampstead Heath has a long history of holding events. The 2017 Hampstead Heath Events Programme consisted of over 101 sports, well-being and cultural events and culminated with the Christmas Day swim at the Men's Pond.

Current Position

2. The proposed 2018 Events Programme is currently in draft form. The Leisure & Events Manager is seeking feedback from Members in relation to the events included in the proposed 2018 programme and the recommendations for circus performances.

Highlights of the 2017 Events Programme

The Affordable Art Fair (AAF)

3. 17,000 members of the public visited the fair between 11 – 14 May 2017. Visitor numbers were up 13% on 2016.

Highgate Harriers, Night of the 10,000m Personal Bests

4. The event held on 20 May 2017, received extensive national media coverage, and was enjoyed by around 7,000 spectators, including Lord Sebastian Coe, Marathon world record holder Paula Radcliff MBE, Ronnie Sullivan OBE and Olympic medallist Wendy Sly MBE. The event has gained international recognition and continues to demonstrate how a 'not for profit' volunteer initiative can gain greater grass root community commitment and support.

Give it a Go

5. The Give It A Go! Festival was held on 16 July 2017, in partnership with the London Borough of Camden and partners from around the Borough. The cricket enclosure at Parliament Hill provided a venue for the Mayhew dog show, and tasters were offered in the following sports: fencing, athletics, football, rugby, bowls, croquet, assault courses and T3 lawn table tennis and Lawn Tennis incorporating the great British Tennis weekend. It is estimated the event attracted over 8,000 people and positive media coverage in the local papers.

Summer Bandstand Concerts

6. The 2017 summer music programme at the Parliament Hill and Golders Hill Park bandstands included 34 band performances from June until August. The Friday night concerts at Parliament Hill have been a particular success and are fast becoming a cornerstone of the local cultural calendar.

One Man and his Dog

7. The Heath was host to the BBC Countryfile *One Man and His Dog* 2017 edition which was filmed on Saturday 2 September and broadcast on Sunday 24 September. The whole show was dedicated to The Heath and consolidated figures show 4.91 million watching the programme nationally: more than one in four of all people who were watching TV on that Sunday night. More chose to watch *One Man and His Dog* that night than Top Gear (BBC Two) or Victoria (ITV). The Heath provided a fantastic location with the skyline of London as the backdrop and a great piece of publicity for the Heath.

19th Hampstead Heath Duathlon

8. Held on Sunday 3 September 295 people took part in the 19th Hampstead Heath Duathlon on 3 September 2017. The event is managed in partnership with Hampstead Rugby Club and ParkRun and offers an opportunity for

participants to run across the Heath and swim in each of the Heath's swimming facilities.

London Youth Games

9. Held on 18 November 2017, the London Youth Games attracted over 1,400 entries. Jon Hughes, Chief Executive Officer of the London Youth Games said: *"What an incredible way to start the 2018 London Youth Games season with school children from every London Borough coming together. Our thanks go out to the City of London, the South of England Athletic Association and our dedicated team of volunteers for their continued support in making this event such a great success."*

Circus

10. Moscow State Circus held a very successful series of shows, featuring acrobatics music and clowns, in a circus tent on East Heath between 27 September – 1 October. The Leisure & Events Manager is seeking Members views in relation to licencing a circus for the 2018 season. Please see paragraph 18-20 for further information.

Weddings & Civil Ceremonies

11. A total of 18 ceremonies took place during 2017. Eight ceremonies took place at the Hill Garden, seven at the Rotunda, and three at the Belvedere. Feedback from clients and guests is extremely positive. It is clear that the high quality of service provided remains critical to the continued success of the venue.

Proposed 2018 Events Programme

12. The Leisure & Events Manager is seeking feedback from Members in relation to the proposed draft 2018 programme (see Appendix 2). Key matters for consideration include the development of a 'sister' event to complement the Affordable Art Fair in 2019, licence arrangements for circus performances, a proposal for a themed sports programme of events during this summer, response to a proposal for a Shire Horses demonstration and development of the Events Policy for Hampstead Heath in the context of the Opens Spaces Bill.
13. After discussion with the Hampstead Heath Sports Forum it has been suggested that the Events Programme use themes to target different groups to attend sporting events. This year we are proposing a week-long series of events in June that will enhance our programme of activities for women of all ages. The Leisure & Events Manager proposed to run this programme with partners including Highgate Harriers, British Military Fitness and the Hampstead Rugby Football Club, alongside the national campaigns, 'This Girl Can', and #BehindEveryGreatCity, which celebrates London's role in the women's suffragette movement and the introduction of the vote for women 100 years ago. It is proposed that the week's events could include Rugby, Athletics, Fitness, Volunteering and Tennis and would take place in the week commencing 10 June 2018.
14. On 19 May 2018 the Night of the 10,000m Personal Bests will return. The event will again be a celebration of endurance track racing, with multiple races,

children's relays and culminate in the hosting of the European Cup, bringing over 30 world class European and Olympic athletes to the track. In addition, the races will include the British Championships and Team Great Britain Trials for the European Championships (Berlin). The event will be filmed and will have a global reach via web streaming.

AAF

15. Following the improved results for the event itself and the streamlined build due to being brought forward in the calendar; it is proposed that the AAF continue to be held in May, with the event taking place from the 10 – 13 May 2018. Plans for a secondary event to take place on the Lower Fairground site from 2019 are still being developed with an update expected next year. This event would be in place of Grow London, which was discontinued in 2016 by the organisers.

Traditional Fairs

16. The Leisure & Events Manager is currently in talks with the Showman's Guild regarding the Easter Fair. It is proposed that the Fair will open on Good Friday (30 March 2018) and close on Easter Monday (2 April 2018). The traditional Fairs will also continue over the Whitsun and August Bank Holidays.
17. The long term viability of the Fairs is a matter of concern to both the City and the Showman's Guild, with a number of plots left vacant as attendance declines. The Leisure & Events Manager continues to work closely with the Showman's Guild to ensure the Fairs are well attended, licenced and managed to provide a safe and enjoyable experience for all Heath visitors.

Circus

18. As has previously been noted in this report, there was a positive public response to the Moscow State Circus in 2017. The Moscow State Circus does not feature performing animals and was invited to the Heath in lieu of Zippos Circus, who elected to take a year away from the Heath to explore a new venture.
19. At the November 2016 meeting of this Committee, Members felt that that a policy should be developed against which applications could be considered. It was not felt that circuses containing exotic animals would be supported. Officers noted that the licence held with Zippo's circuses did not permit anything other than domestic animals, and it was recommended that the matter of performing animals be considered within the Events Policy.
20. An Events Policy for Hampstead Heath, which is currently in preparation, is being developed in accordance with the Open Spaces Events Policy which states that events which include animals falling within the schedule of "Kinds of Dangerous Wild Animals" in the Dangerous Wild Animals Act 1976 (Modification) (No.2) Order 2007 or its replacement will be refused. The draft Hampstead Heath Site Specific Events Policy will be presented to this Committee in April for consideration.

21. The Chairman and Deputy Chairman, in consultation with City of London Officers, seek the views of Members of the Consultative Committee with a view of inviting a circus to Hampstead Heath in 2018, that does not include performing animals (domestic or exotic), pending the development of the Hampstead Heath Events Policy (currently in preparation). This recommendation goes one stage further than the Departmental Draft Events Policy which states that events which include exotic animals will be refused.

Shire Horses

22. Following the discussion with the Hampstead Heath Consultative Committee in October 2017, it is proposed that a pair of Shire Horses visit the Heath following the National Cross Country Championships to commence the restoration works by pulling a set of chain harrows across sections of the course. This will operate as a trial to evaluate the costs, impact and benefits of Shire Horses working on the Heath.
23. Subject to securing additional funding, the Leisure & Events Manager will explore opportunities to involve Shire Horses in the Give it a Go Day and at the Heritage Day which will include the annual Conker Championships on 1 October.

Weddings & Civil Ceremonies

24. There are currently ten Ceremonies scheduled for 2018 and a number of viewings are booked. Learning from an incident in the autumn the booking form will need to be updated to reflect the Division's Extreme Weather Protocol.

City of London Corporation Open Spaces Bill

25. The City of London Corporation Open Spaces Bill includes provision for managing events on Open Spaces. Consultation has begun with the introduction of an Advisory Group made up of HHCC Members to look at a draft site specific policy. This group will advise the Leisure and Events Manager on matters relating to effective events management at Hampstead Heath, including recommendations for events featuring performing animals, both exotic and domestic. It is our intention to bring a draft site specific event policy to the Consultative Committee in April 2018.

Publicity & Reputational Risks

26. The Events Programme has generated a great deal of positive media coverage, including several London-wide TV and radio pieces, reports in both the Camden New Journal and Ham & High newspapers, and a special interview for our conker championships on the Saturday morning Jo Good and Simon Lederman show on Radio London. As previously mentioned, the Heath received some excellent national publicity through Countryfile's One Man and His Dog.
27. All the events available to the public were advertised in the popular Hampstead Heath Diary, with 35,000 copies being printed and distributed. In 2017 the

public were consulted on how we might better advertise the events and the format of the diary in coming years. The results are shown in appendix 3.

28. The use of animals within a Circus performance may attract negative media coverage.

Corporate & Strategic Implications

29. The Events Programme directly supports the Open Spaces Business Plan 2016-19 vision and objectives through 'The preservation of our open spaces for the recreation and enjoyment of the public' and to 'Improve the health and well-being of community through access to green space and recreation.' It also fulfils Aim 4: to 'Promote opportunities to value and enjoy the outdoors for recreation, learning and healthy living' and contributes to the Improvement Objective 4: 'Market our services and provide events and opportunities to learn for all within our communities.'

Financial Implications

30. The costs of providing the events programme will be met from the Superintendents Local Risk Budget. Where additional costs are incurred in support of the programme, either as a result of staffing or equipment hire, the majority of the cost is passed onto the event organiser via the licence agreement, or through seeking external grants and sponsorship.

Conclusion

31. The 2017 programme has been very successful, once again showcasing Hampstead Heath and the City of London in a positive light. The wide range of events attracts people to the Heath and promotes health and well-being, as well as fostering culture and art. We are always keen to improve and adapt our events and feel this can be done most effectively by incorporating lessons from past experiences and consulting with our Committees and Heath users. The programme for 2018 will deliver a number of tried and tested events as well as promoting a week-long series of events specifically for women.

Appendices

- Appendix 1: Summary of 2017 Events Programme
- Appendix 2: Provisional draft 2018 Events Programme
- Appendix 3: Feedback on Diary

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