

Nt Committee(s):	Date(s):
West Ham Park Committee - For decision	12 May 2017
Subject: Bringing Communities Together Event Proposal	Public
Report of Superintendent of Parks and Gardens	For Decision

Summary

West Ham Park has received a proposal from HAFS academy, the outreach department of a local Islamic faith school to hold an event in the park on Saturday 29th and Sunday 30th July 2017 entitled 'Bringing Communities Together'. The event aims to create and strengthen positive relationships within local communities by bringing people together to enjoy fairground rides, cultural foods, arts and craft exhibitions whilst providing free health checks and wellbeing advice stalls.

The event meets many of the City's Corporate and Strategic objectives however it will be the first time that an event of this nature and scale has been held in the park. The organisers have taken steps to mitigate the risks associated with holding an event of this size and nature as detailed in the report and have met with the Park Manager to discuss a suitable location within the park for the event.

Recommendation(s)

Members are asked to:

- Approve the proposal
- Delegate authority to the Superintendent to finalise details of the event, event fee (including deposit and reinstatement), cancellation policy and pricing structure for fairground rides, food and other items to be sold by stall holders.

Main Report

Background

1. West Ham Park organises a number of small events in order to promote the use of the park, engage with the local community and be of benefit to them. During 2016 these included music on the bandstand, bat walks, stargazing evenings, nature themed events such as tree walks and 'Newham's biggest leaf pile' with the Friends of West Ham Park. Individuals and communities also apply for permission to hold small events such as community picnics, fun runs and sports days throughout the year.

2. Events have been well attended with walks and talks attracting 20 – 50 people. Previous events have had minimal impact on the park or its infrastructure and received positive feedback from the local community.
3. The Open Spaces department is currently writing an events policy and has been consulting with local user groups to obtain their views. The policy will assist officers when deciding what events to authorise in order to create a sustainable and varied programme whilst ensuring the protection of residents, visitors and green spaces infrastructure from any negative impacts that events may cause. Once the departmental policy is in place, a local West Ham Park policy will then be developed to offer guidance in relation to the number, size and nature of events that can be held in the park. In the absence of these documents your Committee's decision is being sought over a medium scale event proposal that has been received from HAFS Academy.
4. HAFS Academy is an Islamic faith school located in Maryland, close to the Park. The outreach team are a separate department of the school. Their aim is to promote mutual respect, tolerance and community cohesion. They held an Eid Street Fair in the City of Westminster in July 2016 in partnership with Padding development trust and Vital Regeneration. A brochure produced by the academy detailing their outreach work is attached at Appendix 1.
5. West Ham Park lies at the heart of a diverse community. 147 languages are spoken in the London Borough of Newham (LBN). According to the LBN's 2017 statistics the majority of residents in the borough are either Christian (40%) or Muslim (32%) with a small proportion Hindu (8.8%) and Sikh (2.1%). The borough contains a relatively high percentage of younger people with 25% under 18 years old and a median age of 30.

Current Position

6. In 2016 the park held a 'Give it a Go' festival on the 17 July. The event promoted different sporting activities that the local community could come and try at no cost. The event was run in conjunction with other partners such as the Lawn Tennis Association and West Ham Park Cricket Club. 'Pop up' food concessions and music on the bandstand also contributed to a festival atmosphere which saw visitor numbers reach 9,554 visits throughout the day (this compares with an average Sunday visit figure of 7,138 in 2016 and 4,353 in 2015). The event was well received with positive comments fed back from users on the day and the Friends group following the event.

Proposals

7. HAFS Academy would like to hold a 'Bringing Communities Together' event in the park on Saturday 29th and Sunday 30th of July. Working with other external partners they propose to erect:
 - a. 16 fairground rides provided by Irvin Leisure
 - b. 3-5 food stalls offering food from different local cultures,

- c. a maximum of 35 community stalls: including free health checks, no smoking & healthy eating advisory stalls and
 - d. 20 commodity stalls including henna artists, arts and craft stalls, face painting etc

- 8. The aim of the event will be to celebrate, share and enjoy a fun day with the community regardless of faith or nationality. This will be achieved by a range of activities for all age groups such as fairground rides, cultural foods, arts, exhibitions, information and advice being available to visitors.

- 9. They anticipate that an additional 450 people will attend the event (at any one time) and will manage this with the support of paid staff, volunteers, security staff and trained first aiders. Additional facilities in the form of portable toilets will also be arranged by the event organisers.

- 10. The proposed location for the event is in the south west corner of the park. The stalls and fairground rides would border the main path that leads from South Gate north towards the picnic area. This would ensure that footfall for the stalls is contained to the main path. The location of the other food stalls and fairground rides would be in the approximate locations shown on the map (see Appendix 2), however exact details would be agreed with the Park Manager on site to ensure that the root protection areas of the trees are maintained (as defined in BS5837:2012 Trees in relation to design, demolition and construction recommendations).

- 11. This area has been suggested as, on busy summer days, the main concentration of park visitors are found in the south east and north east corners of the park where the ornamental gardens, playground and toilet facilities are found. By holding the event in the south west corner it will avoid placing more pressure on this already well used eastern side of the park. Operationally the south gate entrance is one of the largest in the park and the main carriageway the widest, with tree canopies pruned to allow larger HGV vehicles to access the park. The use of this entrance and path way for the fairground rides will therefore have minimal impact on trees and ground compaction issues in comparison to using other areas of the park

- 12. The fairground rides will be placed on the mown grassland area avoiding the sports pitches, running track, wildflower meadows and bulb areas. An indemnity form will be signed by the organisers who will be responsible for paying for any reparation works required following the event. With careful planning it is thought that this should be restricted to re-seeding or turfing of damaged or worn grassland areas. A cancellation policy will be agreed with the organisers in case the weather on the event day gives cause for concern, e.g. high winds. The cancellation policy will also include a clause allowing the

park to cancel the event should ground conditions be too soft to allow for the setup of the large fairground rides.

13. The event organisers propose to set up the event on Friday 28th July and would plan on removing many of the smaller stalls on Sunday 30th July with the larger stalls and fairground rides moved off site on Monday 31st July. In total the HAFs team would need access to the park over a four day period.

Corporate & Strategic Implications

14. This event would support the City's Core Values of
 - a. CV1 The best of the old with the new – celebrating the traditional London fairground and linking to the Victorian heritage of the park while celebrating and supporting the rich cultural mix of the current population demographic.
 - b. CV3 Working in partnership – through working with HAFS academy the park would be able to facilitate an event which current staffing resources and budgets would not permit us to do otherwise.
15. The cultural and leisure aspects of the event would also support SA3, KPP2, KPP4, KPP5 of the City's Corporate Plan.
16. From an Open Spaces perspective the event will support the objectives of the new business plan by;
 - a. Enriching experiences by providing high quality, welcoming and engaging, visitor, educational and volunteering opportunities.
 - b. Improving the health and wellbeing of the community through access to green space and recreation

Implications

17. **Financial implications:** HAFS academy will supply all equipment, portable facilities etc at their own cost. A one off fee will be charged to HAFS academy for use of the park. While West Ham Park staff time will be kept to a minimum, officer support will be required in the planning of the event, with further keeper time required to marshal vehicles and deliveries on and off site. It is anticipated that the fee will be in the region of £3,000 with an additional 25% deposit for expected reparation costs. A breakdown of these costs is shown in the table 1.

Table 1: Breakdown of event fees

Role	Days	Equivalent hours	Grade	Hourly pay including on costs	Fee	Comment
Park Manager	1	7	F	51.27	£ 358.92	Supporting preparation and set up
Support Officer	1	7	C	33.92	£ 237.46	Support in preparation and set up
Team Leader	2	24	C	30.12	£ 722.80	Overseeing event days
Keeper	2	24	B	24.36	£ 584.70	Overseeing event days
Parkland hire fee					£ 1,200.00	
Total					£ 3,103.87	
Negotiated fee					£ 3,000.00	Fee rounded down
Deposit - 25%					£ 750.00	

18. The event will be free to attend by local people; however there would be charges for food and fairground rides etc. These would be agreed by the Superintendent prior to the event to ensure that they are accessible to local people.
19. **Key risks:** HAFS academy have met with the Park Manager and completed an events application form detailing how they will mitigate the risk involved in organising an event of this scale. These include
- Security: 15 SIA Cleared Security Team will be based on site throughout the event during the day time. Irvin Leisure will also provide 4 security personnel overnight.
 - Informing LBN and emergency services: The organisers have submitted an application for a Temporary Event Notice with the LBN. Initial discussions have taken place with the LBN and the Police who have not raised any concerns.
 - First Aid: 15 first aid certificated staff will be present during the event
 - Food Hygiene: All food stalls will be required to have Public Liability Insurance and have passed a minimum of Food Hygiene Certificate Level 2
 - Health and Safety: Risk Assessments, Safe Systems of Work and an Emergency Action Plan Procedure will be reviewed by the Park Manager prior to the event taking place.

Conclusion

20. The HAFS Academy event provides West Ham Park with an opportunity to host an event that will bring all the cultural groups that make up the local community together to celebrate a weekend of fun, fairground rides, cultural food, arts and crafts exhibitions as well as wellbeing information. The event plan outlines how they will manage the event to minimise risk and mitigate damage to the Park's landscape.

21. The Park will benefit by being able to host a community event that it does not currently have the budget or staff resource to arrange itself. The event is likely to attract new users to West Ham Park and increase the Park's profile in the local area.

Appendices

- Appendix 1 – HAFS Academy Outreach work booklet
- Appendix 2 – Map showing the proposed set up of the 'Brining Communities Together' event

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