

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our ref: MGLA160819-0333

Date: 30 September 2019

Dear [REDACTED]

Thank you for your request for information which the GLA received on 16/08/19. Your request has been dealt with under the Freedom of Information Act 2000.

You asked:

1. What is the total budget and anticipated spend for the National Park City Festival?
2. What is the budget and anticipated cost of each of the following events at the National Park City Festival; National Park City Stage, National Park City Rooftops, National Park City Forest, National Park City Wildlife and National Park City Splash.

Our response to your request is as follows:

1. What is the total budget and anticipated spend for the National Park City Festival?

The National Park City Festival has resulted in London's biggest ever free celebration of the city's amazing outdoors, encouraging Londoners to get out and discover the capital's green and blue spaces; improving health, well-being and social cohesion.

The Festival consisted of 317 free events, which spanned all London boroughs, and attracted tens of thousands of Londoners. A range of free activities were available to Londoners including paddle boarding and kayaking on the city's waterways to pedal powered music performances and wildlife photography exhibitions. 70 grants were awarded to community organisations to host their own festival events. A video showing the diversity of events and participants can be found here: <https://youtu.be/WE6-KOR1qs0>.

The Mayor approved a spend of up to £500,000 per year for National Park City public engagement activities in 2018-19 and 2019-20. This includes the National Park City Festival and related activities such as programmes to encourage Londoners to help make the city greener (e.g. the mass tree planting programme in December 2018). More details can be found at:

<https://www.london.gov.uk/decisions/md2285-national-park-city-programme-2018-2021>

The actual spend by the GLA for the National Park City Festival is estimated to be £419,250 at the time of writing, as the project budget is still being reconciled. This includes the staffing and

contractor costs, health and safety, audience evaluation, access, flagship events, grant funded activities, marketing and administrative costs. An additional £348,924 is estimated as match-funding and in-kind costs, primarily from delivery partners, supporting grants and sponsorship. This gives a total estimated project budget of £768,174.

2. What is the budget and anticipated cost of each of the following events at the National Park City Festival; National Park City Stage, National Park City Rooftops, National Park City Forest, National Park City Wildlife and National Park City Splash.

Total engagement for these five flagship events was 42,386 visits. The cost of these five events is listed in the table below, including a breakdown of the contribution from the GLA as well as match funding and contributions in kind from the organisers of each event. In addition to these, there were hundreds of other events as part of the festival. All figures correct at the time of writing.

Event	GLA spend	Match funding / value in kind from organisers
<p>NPC Stage cultural opening weekend based around environmentally themed activities with the National Theatre <i>19 – 21 July</i></p> <p>This programme focussed on attracting younger, BAME individuals, and lower-income families to the banks of the River Thames with a programme of free theatre, music and dance.</p>	£38,466	<p>£63,200</p> <p>£13,200 grant from the National Theatre to the GLA for programming. The NT also provided in-kind all the stage infrastructure, technical infrastructure, staffing, security and facility costs for the event estimated at £50,000.</p>
<p>NPC Wildlife competition (and photography exhibition) at Kings Cross, with London Wildlife Trust <i>20 – 28 July</i></p> <p>This programme encouraged children and adults from across London to get outdoors and discover nature on their doorstep. It culminated in an exhibition of the images Londoners had captured. Over 1000 entries were received and featured Under and Over 18 categories.</p>	£35,000	<p>£29,000</p> <p>Argent LLP (property developers of Kings Cross) provided venue for exhibition in Kings Cross in-kind, as well as grant funding London Wildlife Trust £22,000 to deliver the project. London Wildlife Trust contributed staff time and resource for communications and event support (£2,000).</p> <p>Prizes were donated by Cannon cameras, with an estimated value of £5,000, plus there was in-kind marketing support from Museum of London and in-kind participation of high-profile judges including Bear Grylls and David Lindo</p>
<p>NPC Forest audio installation in Epping Forest, with Waltham Forest London Borough of Culture <i>20 – 28 July</i></p>	£23,000	<p>£12,500</p> <p>The additional match funding of £12,500 was awarded from Borough of Culture, contributing to equipment costs, staffing, comms and marketing and artist fees.</p>

This project provided Londoners with a unique opportunity to experience the natural environment of Epping Forest in a location not commonly visited.		
<p>NPC Splash swimming and paddle sport events at seven venues across the city, delivered by Limelight Sports 27 – 28 July</p> <p>Research showed that blue spaces in the capital were greatly under-used, so this programme was designed to offer free taster sessions to get families and adults out onto the water for the first time.</p>	£55,000	<p>£50,000</p> <p>All venues provided facilities, equipment and some staffing costs in-kind, valued at an estimated total of £50,000 compared to commercial session costs.</p>
<p>NPC Rooftops open access to 20 rooftop gardens across the city, with Open House London 20 – 21 July</p> <p>This programme showcased how green roofs offer significant opportunities to green the capital in a growing city. This event targeted a demographic of Over 65s.</p>	£30,000	<p>£10,000</p> <p>Open House secured all venues at no cost to the GLA. Estimated in-kind value of operations and staffing £10,000 (£500 per venue).</p>

If you have any further questions relating to this matter, please contact me, quoting the reference at the top of this letter.

Yours sincerely

Engagement and Events Officer – National Park City

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>