

## APPENDIX A

**P** Describe the steps you intend to take to promote the four licensing objectives:

**a) General – all four licensing objectives (b,c,d,e)** (please read guidance note 9)

Please see attached supporting document form

**b) The prevention of crime and disorder**

**Prevention of Crime and Disorder**

Please see attached supporting document form

**c) Public safety**

Please see the attached supporting document form

**d) The prevention of public nuisance**

Please see the attached supporting document form

**e) The protection of children from harm**

Please see the attached supporting document form

## **SUPPORTING DOCUMENT**

**Application for a Premises Licence for a designated area Whitehawk FC, Enclosed Grounds, East Brighton Park, Wilson Avenue, Brighton. With specific reference to the proposed event Saturday 2<sup>nd</sup> June and Sunday 3<sup>rd</sup> June 2012.**

Contact Anne-Marie Williams [annemariekrolick@yahoo.com](mailto:annemariekrolick@yahoo.com) tel: 07802 299 267.

### **Introduction**

Anne-Marie Williams as the appointed Event Manager on behalf of Whitehawk FC is applying for a time limited premises license for the site of Whitehawk FC. The proposed premises is a members only recreational Football Stadium. Between 2/6/2012 and 3/6/2012 Whitehawk FC seek to present a ticketed pop music event with a fixed capacity of up to 4999. There will be a range of licensable activities taking place including Live and Recorded Music, Dancing, and the Sale of Alcohol.

The premises licence application being made is for a designated area which includes the pitch, the perimeter around the pitch and additional areas to the east of the pitch. (Please see plan) Access to the outside space of the licensed area will be free during opening times but the perimeter will be fenced by a mixture of Heras fencing in secure areas and low level fencing in public access areas. Security staff will ensure that the maximum licensed capacity of 4,999 is not breached. The site is bordered by a private road which we will seek to close and facilitate access only for specific site traffic and users of the Caravan Park. An area of outstanding natural beauty to the east of the site (bordered by the golf course) will be maintained as a sterile area and cordoned with Heras fencing and patrolled by security staff. The areas south of the licensed area will not be locked and will be accessible as usual by dog walkers and other East Brighton Park users.

This supporting documentation is for the event on 2<sup>nd</sup> & 3<sup>rd</sup> June However if the event is successful Whitehawk FC have intentions to make the event an annual fixture and expand into other events provision. On doing so each event will be treated individually in terms of an event plan and an event manual will be generated where appropriate.

### **What will happen at Whitehawk FC during the Licensed Period on the 2<sup>nd</sup> & 3<sup>rd</sup> June**

Whitehawk FC are collaborating with Inyae Productions to produce a pop music event. The target audience of the event will be aged 16-24 but tickets will be available to people over the age of 14. There will be 1 x main stage which will be showcasing acts sourced locally and nationally in a celebration of youth culture. In addition to the live acts there will be DJ's and Emcees and the showcasing of other aspects of youth culture e.g.: Street Dance and Sports demonstrations.

The Whitehawk FC event will provide a prestigious showcase for local artists and sports people by offering a diverse mix of high quality physical activity and entertainment.

Events taking place at the site will be designed to encourage the local youth communities in East Brighton to come together and actively participate in developing the richness of their cultural lives and, become involved in their local football club and celebrate their achievements.

Whitehawk FC will encourage local sports and cultural groups from the voluntary, community and charitable sectors to have a presence at the event which will provide networking and fundraising opportunity for their organisations.

### **The Premises**

Whitehawk FC has been selected as the preferred site based on the following factors:

- Whitehawk FC Site is located within walking distance of the Marina Complex and it is hoped that participants will extend their visit to the area and use local shops, bars and restaurants.
- The size, geography and adaptability of the space makes it ideal for an event of this nature: it is a sizable distance from any residential areas reducing the possibility of noise nuisance. The space available is ideal for facilitating an excellent experience for an audience. The Management of the site are keen to explore the potential of the event industry and the additional potential of the grounds.
- Excellent transport links and access for both visitors and infrastructure.
- Excellent possibilities for Park and Ride close by at the Racecourse.
- The Whitehawk FC team has a proven track record of producing large scale sporting events at the grounds.
- Whitehawk FC have a wealth of practically skilled individuals who are prepared to make sure the event happens on schedule and adhering to proper safe working practices.

#### **Site Layout and Programming**

The site will be split into 3 zones.

Zone 1 – Main Stage and viewing area to include a licensed food, drink and traders area. With a capacity of 4,999

Zone 2 – Production area with restricted access for event staff and sub-contractors only.

Zone 3 – Backstage and artist and VIP area.

#### **Dates**

The Whitehawk FC Site will be open to the public from Saturday 2<sup>nd</sup> June to Sunday 3<sup>rd</sup> June. Set up will take place during week commencing Monday 28<sup>th</sup> May 2012. Set up and break down time will be kept to a minimum and no work which generates a noise nuisance will be undertaken at night.

#### **Opening Times**

The event will open doors to the public at 12:00 on each event day. The programming will curfew at 23:00 with the public clear at 24:00 A full schedule outlining all activities in the three zone will be presented to Brighton and Hove Safety Advisory Group on 6<sup>th</sup> April 2012.

#### **Alcohol Sales**

Inside zone 1 is the licensed area (see map), 2 x Marquees will be set up with as bars. These will sell alcohol from 12noon and no later than 23:00. These bars will be operated by the Whitehawk FC staff. No glasses or glass bottles will be sold or permitted in zone 1. In addition to the bars in Zone 1 there will be alcohol sales in Zone 3 from the Whitehawk FC club house which will be used as a VIP Bar. No glass will be permitted out of the Club House Open tender processes will be undertaken to identify a number of food providers to operate within Zone 1. Local businesses will be encouraged to apply.

#### **Observing the Four Licensing Objectives**

The Whitehawk FC Site will be managed by the Whitehawk FC Event team and Inyaeear productions. with production management services provided by Anne-Marie Williams. The Whitehawk FC Events team have experience of producing large scale sporting events on the site. Inyaeear have 2 years experience of promoting events with a similar audience profile in the area of Brighton and Hove and Anne-Marie Williams has experience of delivering events locally including White Night, Brighton and Hove Children's Festival and nationally Lewisham People's Day, Lollibop festival, Edmonton Cultural Festival and Thames Festival.

### **The Prevention of Crime and Disorder**

Currently Whitehawk FC are consulting with East Sussex Police to garner the benefit of their experience and advice on the prevention of crime and disorder.

Whitehawk FC have consulted with Select Security for input into the planning stage.

Whitehawk FC have also sought to include the Brighton and Hove Events Team and Licensing in the planning stage.

A dual band system will be in place for ticket buyers whereby all tickets booked in advance will be issued to people holding matching ID which will indicate if the person is Under or Over 18. A different colour secure band will be issued and attached to the individual assisting the bar staff to identify over 18 year olds. On the gates only people with correct ID will be issued with Bands which allow for alcohol purchase.

### **Public Safety**

Site security and emergency planning will be a key part of the production management contract specification and will be developed in accordance with HSG 195 – The Event Safety Guide. All plans will be reviewed by Brighton and Hove Council's Safety Advisory Group.

A 24 hour security provision will be developed and detailed in the Event Management Plan. Whitehawk FC will contract Select Security, an SIA certified security provider with extensive experience of working on similar scale events in Brighton and specifically at music events at other football grounds. Security staff will secure the perimeter of the licensed area to monitor capacity.

The event will be ticketed to guarantee the capacity at 4,999 Access will be controlled by the security team.

A full emergency plan will be detailed in the event manual and guidance is being sought from the East Sussex Fire Brigade for fire safety at the ground.

A full traffic plan will be outlined in the event manual whereby access routes are being separated between vehicles and pedestrians. A 'track-way' will be supplied for pedestrians to cross the playing fields adjacent to the Event Site thus keeping the road way clear of pedestrians. Security will be controlling vehicle access and restricting it exclusively to event traffic, users of the Caravan Park and Emergency Vehicles only.

Parking will be suspended along the road to maintain a sterile route for emergency vehicles quick access and egress.

A Park and Ride scheme sited at The Brighton Race Course will be in place for people wishing to drive with safe drop off points being made available

A first aid plan will be outlined in the event manual with the appointment of an appropriate event first aid supplier.

A designated welfare area will be set aside within the production area and will be staffed by people who are CRB checked and aware of vulnerable young people's needs.

The main stage will be provided by H2Organisation who are a professional and competent outdoor event production company. They will be supplying a crush 'pit' barrier for the front of the stage. Select staff will be posted in the Pit area and will monitor the crowd for crushing and / or other dangerous movements.

Inclement Weather - although the event is in June is recognised that the Great British Weather could include any or all potential weather types. In the event of severe weather (high winds / torrential rain) the event is likely to be cancelled. However it is anticipated that the

event would go ahead in the rain. In the event of a heat wave water will be made available for members of the public along with reminders about sun screen.

### **The Prevention of Public Nuisance**

Whitehawk FC and Anne-Marie Williams will work closely with technical suppliers to minimise disruption to local residents. A noise management plan will be prepared as part of the Event manual. Programming will be undertaken with consideration for residents in the vicinity of the Whitehawk FC Site.

A direct hotline to the site management team will be operational from 08:00 to 24:00 for the duration of the Event (including set up and break down).

Environmental issues are important to the event production team. We will endeavour to demonstrate a commitment to environmental considerations. Full consideration will be given to the area of outstanding natural beauty adjacent to the site which we intend to cordon off and maintain with security staff. In addition to this a detailed litter management plan will be developed. 'Kingspan' the 'managers' of the site are a local Recycling company and are well placed to establish a best working practice in this area.

Traders will be directed to use recyclable materials for refreshments.

Additional toilets will be hired in line with the capacity which will include facilities for disabled people.

### **The Protection of Children from Harm**

Although no specific activity will take place on this site which may give rise to concern in respect of children, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or gambling. It is recognised that the content may include risqué dancing / costumes and possibly offensive language. It is for this reason that the organisers have taken the decision to restrict the sale of tickets to people aged 14 and over (in line with the current good working practices of comparable events at The Brighton Centre and The Brighton Dome.

All ticket holders will need to provide ID to exchange for a wrist band to allow access on to site.

People will be reminded that if they supply alcohol to an audience member with an under 18 wrist band that they will both be escorted from the premises and will have their wrist bands removed.

The area to the East of the site where children could potentially have seen the content without a ticket is going to be cordoned off preventing exposure.

It is not envisaged that a lost children point will be required at this event however there will be a staffed welfare area for vulnerable people and staff will be CRB checked and briefed on dealing with under 18 year olds.

### **Site Map**

**Please see attached Siteplan**

**Conclusion**

The Event at Whitehawk FC will provide an exciting cultural and sporting opportunity for young people of East Brighton and the surrounding area. It is an opportunity for the local community to engage positively with the Football Club and encourage use of East Brighton Park. It is hoped that it will bring finance into the area and leave a long lasting positive legacy on the Football Club infrastructure itself.