

Subject:	Events in Parks and Open Spaces 2015		
Date of Meeting:	Thursday 13th November 2014		
Report of:	Assistant Chief Executive		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To seek approval from members for landlord's consent for the proposed programme of events in parks and open spaces in 2015.

2. RECOMMENDATIONS:

- 2.1 That the committee grants landlord's consent for the events listed in appendix 1.
- 2.2 That the committee authorise officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 That the committee authorises the Assistant Chief Executive, after consultation with the Chair of the committee and opposition spokespersons, to make any alterations to the events programme as necessary and to approve new applications in accordance with the Outdoor Events Policy.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Many of the events listed in appendix 1 have taken place before and retain their traditional place in the calendar of outdoor events. The council has licensed a range of parks and open spaces including the Old Steine, Hove Lawns, the Seafront and Madeira Drive to hold events, however, a balanced approach is required to prevent over use of these areas. Appendix 1 shows the range of spaces and sites where events are proposed to take place. Several new or amended event applications for 2015 have been received and a summary of these is outlined in 3.4 below.
- 3.2 Outdoor events play a major role in the city as a leisure destination and therefore contribute significantly to the economic impact that tourism brings to the city. The latest economic impact assessment values the contribution of tourism to the city's economy at £800m per year which supports 20,000 jobs (15,000 full time equivalents). The economic impact of events staged in the city is largely through hotel, restaurant and retail spend.

3.3 A good example of an event that has developed to provide a considerable economic impact to the city (estimated to be £3.7 million per annum) is the **Brighton Marathon**. The Brighton Marathon is established already as one of the leading marathons in the country which attracts a high class field of international athletes, as well as thousands of fun runners who raise millions of pounds for charity. In addition, the huge crowds that are drawn to watch the event create a fantastic atmosphere and brings the city alive along the route. The media coverage of the event including television highlights also helps to promote the city.

3.4 **New, Amended and Deferred Event Applications**

The Warren @ St Peter's, north lawn St Peter's Church, Thursday 30th April – Sunday 31st May 2015 – (New)

3.4.1 Otherplace Productions Ltd propose to run a Fringe venue throughout the Festival as a replacement for The Warren that needs to relocate from its Russell Road location. The pop up venue would host comedy and theatre productions in two temporary structures, with additional welfare facilities and a bar and catering offer.

3.4.2 Opening hours would be 1100 hrs until 0030 hrs mid week and 1100 hrs until 0200 hrs at the weekend, the same as the Spiegeltent. The organisers would apply for their own premises licence.

Brighton Festival Outdoor Programme, Various, Saturday 3rd – Sunday 24th May 2015 – (Deferred)

3.4.3 Due to this report being presented at an earlier committee meeting than in previous years, we have yet to receive details from Brighton Festival of their outdoor programme. As soon as proposals are received, these will be considered for approval through delegated powers.

Cancer Research Race For Life/Pretty Muddy, Stanmer Park, Saturday 4th & Sunday 5th July 2015 – (Amended)

3.4.4 Cancer Research has held its annual Race For Life weekend in Stanmer Park for over 10 years. The capacity for entry numbers has been reached and so the charity would like to introduce their new concept 'Pretty Muddy' to the city. This would be held on the same weekend using the same 10km / 5km route in the park, but there would be an obstacle every 500m. The obstacles include inflatables and "muddy" water hazards.

3.4.5 The potential for detrimental impact on the surface in Stanmer Park has been considered. Maidstone Council confirmed that they had similar concerns for holding the event in a local wildlife site this year. However, the site was left completely clear following the event and had no more impact than any other charity fun run.

Shakedown Music Festival, Waterhall, Saturday 18th July 2015 – (Amended)

- 3.4.6 In 2014, Shakedown Festival moved to a new site at Waterhall for their 5th festival. The event attracted just over 10,000 people and was a success at this location. The promoters hope to increase the attendance in 2015 to 15,000 by building upon this year's success and achieve the planned capacity.
- 3.4.7 The council received no noise complaints this year, the grounds were left in good condition and the only issue of concern was the egress of attendees from the site. This was addressed at the debrief, and all partners and emergency services would work towards improving the egress for the same location in 2015. The event will be planned for the same opening times.

BN2 Music Festival, Preston Park, Saturday & Sunday 4th & 5th September 2015 – (New)

- 3.4.6 BN2 (working title) is a small greenfield music and arts festival being planned by a group of local business people. It would target local people aged 25-50 with a capacity of 5000 including all artists and crew. The footprint would consist of three small stages, a food market celebrating local produce, with arts and crafts stalls demonstrating the talents of local entrepreneurs.
- 3.4.7 The event site would open from 11:30am and close at 10pm both days and the event would be fenced and ticketed. The event organisers want to attract local families to the event so tickets would be available to people aged 12 and over, with under 18's being accompanied by an adult. They intend to use the North West corner of Preston Park.

Brighton & Hove 10 Mile Road Race, Hove Lawns & City Centre, Sunday 18 October 2015 – (New)

- 3.4.8 A proposal has been received from Runbase, a new company formed by the organisers of the Brighton Half Marathon (on behalf of Sussex Beacon). There is a gap in the city's running calendar for a 10 mile event. The only similar race in the area being the Great South Run in Portsmouth which also held in October, so the intention is for the two events to complement each other.
- 3.4.9 The event would start (and finish) on Hove Lawns at 9am for a maximum of 5000 runners in year one. The route would head east along the A259 then north and turn at St Peters Church. Returning to the seafront to head east the route turns at the Southern Water treatment works and back along to Hove Lagoon, with the runners coming to the finish along Hove Promenade.

Zippos Circus – (Deferred)

3.4.10 An application has been received for Zippos Circus to return to Hove Number One Lawn from Thursday 20th August 2015 to Tuesday 1st September 2015. A petition on the banning of animals in circus acts was presented to Council on 23rd October 2014 and has been referred to the Environment, Transport & Sustainability (E, T & S) Committee on 25th November 2014. The request from Zippos Circus will be deferred and considered under the delegated powers in this report, with regard to any decision made by the E, T & S Committee at their November meeting.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

4.1 Not applicable

5. COMMUNITY ENGAGEMENT & CONSULTATION

5.1 Consultation is taking place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service, NHS Trust, Environmental Health & Licensing, City Parks, Civil Contingencies and Highways. Detailed consultation will also follow as the events are developed between the respective event organiser and our partner agencies.

5.2 As this report is being considered at an earlier committee than usual, it has not been possible to include consultation responses in the report. A verbal update on the consultation responses will be given at the meeting.

6. CONCLUSION

6.1 Landlord's consent is required for the staging of all major outdoor events on council land in Brighton and Hove.

6.2 Events continue to form an increasingly significant part of the council's overall tourism strategy. As well as bringing substantial economic benefits to the city, people experience civic pride when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city as well as bringing significant economic benefits.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

7.1 In accordance with the existing Outdoor Events policy, fees are charged for commercial events and any costs incurred are the responsibility of the organiser. In addition, a reinstatement deposit is usually held and evidence of adequate insurance cover is required. The fees charged are determined by negotiation based on a number of factors including capacity, whether a new or established event, whether an admission fee is to be charged and infrastructure required; all of these are subject to agreement by officers as per the recommendations of this report.

7.2 The income generated from fees charged for commercial events contribute to the costs of the Outdoor Events Team and enables charitable and community events

and free public entertainments to be supported at reduced rates or free of charge. The target income for outdoor events in 2014/15 is £223k. This is expected to increase to £227k in 2015/16 after allowing for the 2% inflationary increase in accordance with the budget strategy.

Finance Officer Consulted: Mike Bentley

Date: 22/10/14

Legal Implications:

- 7.3 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space in its area for up to 28 days a year in order to facilitate the staging of major outdoor events. Some events may need planning permission, depending on whether permitted development rights are available (use of up to 28 days in any one year under the terms of Part IV Class B of Town & Country Planning (General Permitted Development) Order 1995)) and the nature of the proposals.
- 7.4 The proposals in this report are made in accordance with the Outdoor Events Policy. The policy incorporates relevant considerations in respect of convention rights incorporated by the Human Rights Act 1998. The policy is clear that a balancing act is required between the competing interests of those who attend the events and those who do not wish to attend and consultation is suggested to ensure that this balancing exercise is properly carried out.

Lawyer Consulted: Bob Bruce 27.10.14

Equalities Implications:

- 7.5 The Events Programme caters for people from all sectors of the community as there are a diverse range of events that are staged in the city each year. Issues such as physical access to an event and designated viewing areas are developed and detailed in event plans where applicable.

Sustainability Implications:

- 7.6 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 7.7 The nature of outdoor events means that they often involve a range of potential sustainability impacts (both positive and negative) from travel, energy and water use, food, local economic and social impacts, use of outdoor spaces and production of waste. Through the Sustainable Events Programme, event organisers are supported to improve sustainability at their events, focusing on the areas with the highest potential impact. The programme is certified to the international standard for environmental management ISO 14001.
- 7.8 The Sustainable Events Programme also meets the requirements of the British Standard for Sustainable Events that was developed for the London 2012 Games and helped them deliver a highly visible sustainability programme, particularly

around event waste recycling and encouraging people to use public transport. The standard was superseded by the International Standard ISO 20121 and the council's programme is being amended to meet the requirements of the new standard and help the council continually improve its engagement with event organisers to improve sustainability. The Sustainable Events Programme contributes to the Culture and Community Principle of the One Planet Sustainability Action Plan.

Any Other Significant Implications:

- 7.9 The City Safety Advisory Group has an overview of all the events that take place in Brighton and Hove that have the potential to attract significantly large numbers of people. A protocol and good working partnerships between the council and emergency services are in place in the city and close agency working will be integral to both the planning and delivery of these events.
- 7.10 Event specific Safety Advisory Groups can be convened for all major outdoor events taking place in Brighton and Hove that have the potential to attract significantly large numbers of people.
- 7.11 Sussex Police are involved in the consultation and planning of all major events.

SUPPORTING DOCUMENTATION

Appendices:

- 1. List of proposed outdoor events in parks and open spaces for 2015.

Documents in Members' Rooms

None

Background Documents

None