

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 11

Brighton & Hove City Council

Subject: Royal Pavilion Garden Strategy
Date of Meeting: 15 June 2010
Report of: Director of Housing, Culture & Enterprise
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Officer:
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Key Decision: No
Wards Affected: All

FOR GENERAL RELEASE

1 SUMMARY AND POLICY CONTEXT:

- 1.1 This purpose of this report is to present to Culture, Recreation & Tourism Cabinet Member Meeting an updated Royal Pavilion Garden Management & Maintenance Plan. It should be noted, that the Plan has been developed to also assist in the achievement of a Green Flag award in the future.

2 RECOMMENDATIONS:

- 2.1 For the Cabinet Member to note the Garden Management & Maintenance Plan.
- 2.2 For the Cabinet Member to approve the Events Policy for the Royal Pavilion Garden (see Appendix 1 of the attached Management & Maintenance Plan).
- 2.3 For the Cabinet Member to note the vision and aims for the management of the Garden (see 3.5 and 3.6 below and Section 5 of the attached Management & Maintenance Plan).

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Work has been underway since the summer of 2009 to prepare an updated Management & Maintenance Plan for the Royal Pavilion Garden.
- 3.2 A workshop was held in September 2009 with members of the Culture, Tourism & Enterprise Overview & Scrutiny Committee and a report subsequently taken to that Committee in February 2010.
- 3.3 A key area that the Royal Pavilion Garden Management & Maintenance Plan addresses is that of the staging of events. To date, there have been no clear agreed criteria or guidelines for the type of event deemed appropriate for the Royal Pavilion Garden.

Decisions are taken at the discretion of officers. Historically, due to lack of city centre open space, there can be demand to use the Garden for events that are not appropriate to its historic nature. (A Grade II on *English Heritage's Register of Parks and Gardens of Special Historic Interest in England*). In planning events, the issues of the historic nature of the Garden, the recovery periods from structures that are placed on the lawns, additional noise and crowding in the Garden are currently not clearly taken into consideration. Commercial events are charged for and other events are allowed free.

- 3.4 A vital aspect of a sustainable and successful events strategy is understanding the Garden and its historical development significance, as well as its current character and use, will help to underpin policies on aspects such as zoning for different levels, types and frequencies of events and, therefore, the standard of repair and maintenance different areas will need (and therefore necessary fee/charging scale) as well as their capacity. As an internationally-iconic site in the city, an event in the 'Royal' Garden should be capable of attracting, and charging proportionately, top-end and exclusive cultural events.
- 3.5 As responsibility for the Royal Pavilion Garden and the events and activities within it is shared within BHCC (Royal Pavilion & Museums, Cityparks, events and marketing) and the café, there needs to be a management vision to help guide both its development and its day-to-day management and maintenance.

The overall management vision is

'to achieve a balance between conserving its high heritage significance as the foremost, fully restored Regency garden in England while enhancing its value, as the most popular garden in the heart of the city, for public understanding of the Pavilion Estate as a whole and for the enjoyment and involvement in its care through programmes of promotion, community engagement, education and events'

- 3.6 The following specific aims for the garden are not mutually exclusive and will operate best when implemented together. They are to
- ◆ positively welcome people into the garden in terms of physical, social and intellectual access
 - ◆ ensure a healthy, safe and secure experience for all garden users
 - ◆ provide a well-maintained and clean garden by maintaining its plantings, buildings and infrastructure to a consistently high standard
 - ◆ improve the environmental and ecological quality of the garden and the sustainability of practices carried out in the course of its maintenance
 - ◆ maintain and conserve the restored historic character of the garden and increase awareness and understanding of its heritage significance
 - ◆ provide opportunities to increase community involvement, particularly through education, interpretation, activities and events, and volunteer programmes
 - ◆ develop an events and marketing strategy appropriate to the garden's historic character, capacity and role as a public space, but which will enable robust and stable generation of income, enhance the Royal Pavilion and Brighton Museum experience as a whole, and promote it effectively as a community resource
 - ◆ establish an effective, coordinated partnership approach to the garden's management and funding, ensuring that all those involved in the management and maintenance of

5.6 **Risk and Opportunity Management Implications**

None.

5.7 **Corporate / Citywide Implications**

The actions from the report are necessary in order to ensure the ongoing management and maintenance of the Royal Pavilion Garden.

6 **EVALUATION OF ANY ALTERNATIVE OPTION(S)**

None were considered.

7 **REASONS FOR REPORT RECOMMENDATIONS:**

7.1 To enable the Division to progress with the work, complete the report and to implement an events strategy for the Royal Pavilion Garden.

8 **SUPPORTING DOCUMENTATION**

8.1 Appendices: The Royal Pavilion Garden Management & Maintenance Plan.

8.2 Documents in Members' Rooms: None

8.3 Background Documents: None