

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY PRE- MEETING

Agenda Item 38

Brighton & Hove City Council

Subject:	BS8901 Sustainable Event Management System for Outdoor Events		
Date of Meeting:	25 November 2010		
Report of:	Strategic Director: Communities		
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Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report is an update on the award to the council's outdoor events team of BS8901 Certification and the implementation of a sustainable environmental management system (EMS). This pilot initiative was agreed at Sustainability Cabinet Committee in March 2009.
- 1.2 BS8901 is a new British Standard that came in to effect on the 30th September 2009. The standard requires that a Sustainable Environmental Management System is developed and implemented to improve the sustainability of outdoor events. The implementation of this management system will provide data and information needed to contribute to the production of the council's Environmental Footprint as required through the Annual Report and Summary of Accounts.
- 1.3 In August 2010 the city council's outdoor events team was awarded BS8901. Implementation of the standard will aid the delivery and performance management of the council's outdoor events programme. It will also provide the framework for increasing staff awareness, along with engagement and training on sustainability issues so that outdoor events that are staged in the city are as sustainable as possible.

2. RECOMMENDATIONS:

2.1 That members:

- (1) Note the achievement of BS8901 : Specification for a sustainability management system for events.

3. BACKGROUND INFORMATION

- 3.1 A Sustainable Environmental Management System (EMS) is a mechanism for managing numerous and complex environmental issues in a systematic way. EMS's are used to help organisations to improve the management of their activities that impact on the environment and to demonstrate to others sound environmental management.
- 3.2 The BS8901 Standard is applicable to all organisations involved in the design, delivery and implementation of outdoor events and looks at three key areas, environmental, social and the economic impact of events that take place in any given location. Within the Standard BS8901, sustainable development is defined as '*an enduring balanced approach to economic activity, environmental responsibility and social progress*' (BS8901 : 2009)
- 3.3 Combined Certification of BS8901 & ISO 14001 was also awarded to the councils indoor venues at both Hove Town Hall and the Brighton Centre. Brighton & Hove is the first local authority to achieve this combined certification. As this work was cross-departmental, it required the input, commitment, responsibility, and joint-working from a variety of relevant teams from across the council including venues, events, premises & facilities, with the sustainability team taking a more coordinating role.
- 3.4 In January 2010 two officers from the outdoor events team attended a one day introduction to BS8901 and a two day implementation course in order to become familiar with the standard. Although very informative it was clear that a high level of specialist knowledge and focused time would be required in preparing the required documentation for the development and final implementation of a Sustainability Management System for events (SMS)
- 3.5 Due to the current lack of specialist knowledge and in-house expertise and limited resources for preparing each service area for certification, it was agreed by all teams involved to bring in specialist advisors and support from locally based, EcoEvents. EcoEvents specialise in the environmental sustainability in the events industry and have specialist expertise in improving environmental performance for organisations in developing and implementing EMS and SMS systems required to be put in place for ISO14001 and BS8901 respectively

- 3.6 The councils Sustainability Team has now recruited – within its existing budget – to provide specialist EMS expertise in-house in future. Officers from the outdoor events team will continue to work closely with this officer on the ongoing implementation and development of the management system linked to BS8901
- 3.7 EcoEvents also delivered training workshops for staff and helped build capacity amongst participating managers to support them in taking responsibility for developing and managing both the EMS and SMS over the longer term. The one-to-one support EcoEvents has been able to provide to individual teams and services over the past few months has enabled the development of an individually structured system that reflects the specific nature and operations of each service area.
- 3.8 There are currently 19 outdoor spaces in the city that are licensed under the 2003 licensing act. These include areas of the seafront, Hove Lawns, Madeira Drive and the Old Steine to public parks and other open spaces. In any one calendar year there are over 300 events that take place ranging from a family picnic to major events like Pride and the Brighton Marathon.
- 3.9 The list of this years events are attached as appendix A, as can be seen the list is extensive but yet very diverse. Outdoor events do raise the profile of the City and generate income for local businesses. They will at times significantly increase the City's reputation as a desirable visitor destination enhancing the local economy and contributing positively to the City's profile. At a local level, outdoor events foster a sense of community and bring local people together. Therefore, there needs to be a level of recognition that events, which raise the profile of the City and attract large numbers of people, will have an impact on residents, business and visitors who live, work and visit the city.
- 3.10 Outdoor events are those which take place in parks, on the highway and on public open spaces within the City and are categorised as follows.....
- Commercial
 - Charity (National & Local)
 - Enthusiast
 - Community / Voluntary

Achieving BS8901 is just the start, what the outdoor events team will begin to do now is to work closely with event organisers in making them aware that the council will be implementing the standard and what that will mean for them and their responsibilities as the event

organiser . The management system will provide the requirements for planning and managing sustainable events of all sizes and types Officers will also be encouraging organisers to work with local suppliers and contractors. In some cases the event organisers themselves will already have their own BS8901 certification.

- 3.11 The outdoor events team will ensure that a Sustainability Management System is integrated in to the lifecycle of each event, engaging with event organisers, internal staff, temporary staff, volunteers and identified stakeholders, including the local community to ensure its effective implementation over the next few years. Officers will also ensure that all communication received relating to sustainability are responded to and that all sustainability related incidents are recorded and suitable corrective and preventative actions are implemented. For outdoor events this will mean close liaison with event organisers to make sure that they are complying with their event method statement addressing the various sustainability issues relating to their event. A copy of the Method Statement is attached as appendix B
- 3.12 The newly developed Sustainability Management Manual can be found on the Wave under our council / sustainability/sustainable management plan. Here you will find all of the elements of the plan for all three service areas Outdoor Events Brighton Centre & Hove Town Hall
- 3.13 A Sustainability Steering Committee has been established: this was a equipment of the standard. This group will meet bi monthly to discuss the Sustainable Management System (SMS) in their respective service area. Officers will share information gathered through the implementation the SMS so that resources and findings are brought together, evaluated and continual improvement made.

Press & PR

- 3.14 The council have already been featured in the national publication Stand Out magazine (Appendix 3) (a publication for the events industry), but further exposure to our achievements is being publicised in other publications over the coming months.
- 3.15 There is also going to be an official ceremony & press release for celebrating the success of our certification. This is likely to be held in Brighton Centre over the coming month, when the certificates will be officially handed over and displayed in the newly refurbished public reception area. Similar certificates will also be displayed in Kings House reception and in the public foyer area of Hove Town Hall.

4. CONSULTATION

- 4.1 Officers from the events team have been involved in the development of the Environmental Management System ISO14001 and the BS 8901 Sustainable Management System working closely with Eco Events the appointed consultants.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial implications:

- 5.1 There are two elements in relation to the financial implications; firstly the initial cost of engaging specialist advisors and costs relating to assessment and certification by the awarding body.
- 5.2 Assessment costs across all three service areas for the joint award of ISO14001 & BS8901 were £6,000.00 paid to AJA Registrars Ltd. This covers both certification and annual assessments over the next two years. This cost was met from within existing revenue budgets.
- 5.3 Secondly and more long term will be the financial gain and cost benefits to be derived from measuring, managing and controlling resources in relation to the staging of outdoor events.
- 5.4 Implementation of an Environment Management System required resources to be identified from within existing budgets across the three service areas. The recruitment of EMS specialist advisors was met from existing revenue budgets.
- 5.5 Any savings identified as a result of reduced resources consumption or other ongoing underspends will be identified and reported as the project progresses.

Finance Officer Consulted: Karen Brookshaw Date: 11/11/2010

Legal Implications:

The overview and scrutiny of outdoor events falls within the terms of reference of the Culture, Tourism and Enterprise overview & Scrutiny Committee, and the report is for noting only.

- 5.6 Legal compliance is a fundamental part of any environmental management system. The council's legal team has advised the Sustainability Team who coordinated this project on the options for –

- (i) Communicating relevant legislative developments to those teams who subscribe to EMS, and
- (ii) Ensuring compliance with existing and new legal obligations.

Lawyer Consulted: Oliver Dixon

Date: 1/11/2010

Equalities Implications:

- 5.7 As formal EMS is introduced across the council this would address equalities issues in the following ways:
- Provide access to the public on the council environmental performance
 - Provide a framework for active involvement of all council staff from all areas of the council in working to improve the council's environmental performance.

Sustainability Implications:

- 5.8 A certified environmental management system from an accredited body provides a comprehensive framework for achieving corporate sustainability objectives and targets in services and operations where it has been implemented. It provides accurate information and accountability towards sustainability and for managing and improving the council's environmental performance in these areas.

Crime & Disorder Implications:

- 5.9 N/A

Risk and Opportunity Management Implications:

- 5.10 A formal risk assessment will need to be undertaken to fully assess the key risks and opportunities involved for introducing an accredited EMS. One of the key reasons for having an EMS in place is to reduce significant financial, service and reputational risks associated with non compliance to key environmental regulations

Corporate / Citywide Implications:

- 5.11 The EMS demonstrates city council leadership and commitment towards sustainable development and in achieving improving environmental performance.

SUPPORTING DOCUMENTATION

Appendices:

1. Outdoor Events List
2. BS8901 Method Statement

Documents in Members' Rooms:

BHCC Sustainability Management Manual: Policy & Procedures

Background Documents:

1. BS 89901: 2009 Specification for a sustainability management system for events.
2. BHCC Sustainability Management Manual Policy & Procedures
3. Previous Reports to Scrutiny / CMM

