

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 44

Brighton & Hove City Council

Subject: Events in Parks and Open Spaces 2012
Date of Meeting: 6th December 2011
Report of: Strategic Director : Communities
Contact Officers: Name: Jayne Babb Tel: 290372
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Key Decision: No Forward Plan No. (7 Digit Ref): N/a
Wards Affected: All

FOR GENERAL RELEASE

1 SUMMARY AND POLICY CONTEXT:

- 1.1 To gain landlord's consent for events in parks and open spaces in 2012.

2. RECOMMENDATIONS:

That the Cabinet Member for Culture, Recreation and Tourism

- 2.1 approve the events listed in the report;
- 2.2 authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate;
- 2.3 approves the proposal regarding Hove Lawns - not to use the eastern most lawn for staging events in 2012 other than the two events specifically referred to in 3.2; and
- 2.3 authorises the Strategic Director: Communities, after consultation with the Cabinet Member for Culture Recreation & Tourism, to make any alterations to the events programme as necessary and to approve new applications in accordance with the Outdoor Events Policy.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Many of the events listed in Appendix One 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. The attached list shows the range of spaces and sites where these proposed events are to take place.

- 3.2 Following concerns from local residents regarding the condition of some areas of Hove Lawns, it is proposed not to use the eastern most lawn (closest to the Peace Statue) for hosting the majority of events planned for Hove Lawns in 2012. Whilst the damage is caused by mixed use of the site as for the majority of the time it is public open space, this downtime will give City Parks the opportunity to undertake much needed maintenance works in this area, therefore most events will be requested to use lawns further to the west. However, there will be two major events, The Olympic Torch Relay and Paddle Round the Pier, both will require use of this lawn during this period.
- 3.3 At the CMM meeting held in July 2011 a proposal to stage a mass participation Triathlon event in September 2012 was given in principle agreement. Following research carried out by the event organiser, Limelight, data re sea conditions between 2008 & 2011 show that it would not be safe to include a sea swim in September. Limelight has requested to move this event to June/July 2013, when sea conditions are likely to be more favourable.
- 3.4 Brighton Marathon organisers have advised that there will be a few small changes to the event that will be taking place in 2012. The 2011 route took in Ovingdean Hall School but this may not be possible for 2012 therefore the organisers would look to extend the route along New Church Road onto Boundary Road, details regarding this will be advised in the New Year. The second change is to omit St James Street and instead take the runners directly onto Marine Parade from the Steine and out towards Rottingdean.
- 3.5 Since establishing an outdoor Environmental Management System(EMS) in 2010 all event organisers are asked to tell the council how they intend to improve the environmental impact of staging their event in the city. A standard application form now asks for information on risk management, identifying hazards, community engagement, transport, energy, water use, waste management, air quality and noise etc. A copy of the Sustainability Form 04 (SF04) application form is attached in appendix 1 for information.
- 3.6 Events staged in the city raise the national and regional profile of Brighton and Hove as a location for events and as a destination for visitors to support the £732million visitor economy. The direct economic impact of events staged in the city is largely through hotel; restaurant, event, and retail spend. Economic impact studies have been undertaken by the Marathon organisers and the Veteran Car Run 2010, these events generated 3 million and 1.1 million respectively.

3.7 NEW REQUESTS:

3.8 'Global Beats' St Peter's Church Gardens 3-27 May 2012 1000 hrs-2300 hrs daily

The IA Consultancy, a local promoter, has requested the use of St Peter's Church Gardens for the duration of the Brighton Festival Fringe. With a main venue consisting of a 400 capacity marquee with external catering outlets and licensed bar, Global Beats aims to provide a diverse range of entertainment from children's storytelling through to local bands. The organisers would apply for their own Premise Licence to cover the event.

3.9 'Barricade' Hove Park Saturday 5 May 2100 hrs

Presented by Brighton Festival as part of their outdoor programme. Aimed at a maximum audience of three thousand people, the show is described as 'a maelstrom of high aerial skill, acrobatic acts, powerful images and a breath taking fire show finale'. The show lasts one hour and is free to attend. Barricade will be produced by No Fit State Circus, a well known contemporary circus company from Wales who have visited Brighton & Hove a number of times before.

3.10 'Waterlitz' Black Rock Saturday 26 May 2100 hrs

Again, produced and presented by Brighton Festival as part of their 2012 outdoor programme. Aimed at an audience of between four and five thousand people, the show would take place in the unmade area beyond Black Rock car park. It is a large scale theatrical piece featuring huge robots, aerial theatre and pyrotechnics. The centre piece is a fifty metre man constructed from shipping containers and the production is managed by Generic Vapeur, a world class French company who performed two shows during the 2011 Brighton Festival.

3.11 'Nomad Cinema' Preston Park Friday 15 June 2100 hrs

To celebrate World Vespa Day, Nomad Cinema would like to show Quadrophenia in Preston Park. The screening would be paid and ticketed, for a maximum of 2000 people. Nomad Cinema are an experienced outdoor cinema provider, using hi tech, high quality equipment. They have previously produced 130 cinematic events in venues including The Royal Parks, Leeds Castle and many English Heritage and National Trust sites. The organisers would pay a commercial hire fee for the use of Preston Park.

3.12 'Nomad Cinema' Preston Park 2-4 August 2030 hrs

Three nights of commercial film screenings, films yet to be decided.
Details as previously for Nomad Cinema.

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- 3.13 Brighton & Hove had been selected as one of 70 locations in the UK to host Torch Relay. The Olympic flame arrives in the UK on the 18th May 2012 starting from Lands End it will arrive in Brighton & Hove on day 59 of its journey to London. Brighton & Hove will be working in partnership with the London Organising Committee for the Olympic Games LOCOG to deliver this once in a lifetime opportunity to host the Olympic Torch on Hove Lawns on Monday 16th July 2012

4. CONSULTATION:

- 4.1 Initial consultation has taken place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service, NHS Trust, Environmental Health & Licensing and Highways. Detailed consultation will take place as the events are developed between the respective event organiser and our partner agencies.
- 4.2 Comments have been received from both partner agencies and ward councillors. There was overall support for the events listed with some matters raised regarding the detail of certain events such as Shakedown in Stanmer Park and Brighton Festival outdoor programme. Further consultation will take place when event planning and liaison gets underway.

5. FINANCIAL & OTHER IMPLICATIONS:

- 5.1 Financial Implications:
- 5.1.1 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.
- 5.1.2 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 2012/13 is £213,000 of which approx 138,000 relates to income from events held in Parks & Open Spaces

Finance Officer Consulted: Michelle Herrington Date: 22/11/2011

5.2 Legal Implications:

5.2.1 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.

5.2.2 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.

Layer Consulted: Bob Bruce Date: 09.11.11

5.3 Equalities Implications:

5.3 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.

5.4 Sustainability Implications:

5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the outdoor events policy.

5.4.2 In August 2010 the city council's outdoor events team was awarded BS8901 an environmental management system for outdoor events. 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.

5.5 Crime & Disorder Implications:

5.5.1 The City Safety Advisory Group has an overview of all the events that take place in Brighton & 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 this event.

5.5.2 Event specific Safety Advisory Groups can be convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol between the council and the emergency services was agreed in 2004 and will continue to be used in 2012.

5.5.3 Sussex Police are involved in the consultation and planning of all major events.

5.6 Risk and Opportunity Management Implications:

5.6.1 All events will be subject to full site specific, suitable and sufficient risk assessments.

5.7 Corporate / Citywide Implications:

5.7.1 The events programme uses public open spaces throughout the city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 Not applicable

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 Landlord's consent is required for the staging of all major outdoor events in Brighton & Hove.

7.2 Events continue to form an increasingly significant part of the council's overall tourism strategy as well as bringing significant economic benefits to the city. In 2009 events contributed 732 million to the city's economy and created 14000 full time equivalent jobs for local people. People experience civic pride and satisfaction when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city and enhance the reputation and identity of the area, as well as bringing significant economic benefits.

SUPPORTING DOCUMENTATION

Appendices:

1. List of proposed outdoor events for 2012.
2. Sustainability Form SF04

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers.

