

**Subject:** Sustainable Event Guidelines  
**Date of Meeting:** 30 March 2009  
**Report of:** The Director of Environment  
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**Wards Affected:** All

**FOR GENERAL RELEASE**

**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 To review the research undertaken into the creation of a sustainable event management system and agree the timetable 'working towards BS 8901'.

**2. RECOMMENDATIONS:**

- 2.1 Members are requested to:-

2.1.1 Endorse the creation of a sustainable event management system for outdoor events.

2.1.2 Agree the timetable for the implementation of 'working towards BS 8901'.

**3. BACKGROUND INFORMATION**

- 3.1 The most common definition of sustainable development is 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.

- 3.2 British standard 8901 was launched within the events industry in November 2007 with the definition of 'an enduring, balanced approach to economic activity, environmental responsibility and social progress'.

3.3 It makes eminent sense for the council to be working towards attaining BS 8901. However, this needs to be done in a measured way, principally because:-

- There have been some teething problems with the standard resulting in a re-write currently taking place. A re-launch is expected in late 2009.
- There are a very small number of organisations (no Local Authorities) that have attained and are implementing BS 8901. Lessons are still being learnt throughout the events industry. Whilst we want to be at the forefront of this movement we do not want to be making everybody else's mistakes for them.
- It is important to co-ordinate these management systems across the council. We do not want, for example, different sets of criteria for events taking place in our parks than in our venues.

3.4 Officers have taken advice from our trade governing body, the National Outdoor Events Association, who recommend working towards establishing a policy in 2010, with review and audit in 2011 (letter from NOEA included as Appendix 1).

3.5 The proposed timetable for 'working towards BS 8901' is contained in the following matrix.

Phase	Description	Completion date	Actions	Notes
Phase 1	Planning	April 2010	<ul style="list-style-type: none"> <li>• Write Sustainability policy</li> <li>• Stakeholder engagement</li> <li>• Set targets</li> </ul>	A policy with management buy-in which includes all our sustainability objectives. Communicate the policy to all those involved and affected. This may result in the need to re-evaluate objectives. Set targets that can be measured – KPI's (Key Performance Indicators).
Phase 2	Implementation	January 2011	<ul style="list-style-type: none"> <li>• Manage supply chains and maintain communication</li> <li>• Document the system</li> </ul>	<p>Require supplies and contractors to conform to guidelines and provide ongoing communication and support.</p> <p>Keep records of the process and steps taken.</p>

Phase 3	Evaluation	December 2011	<ul style="list-style-type: none"> <li>• Monitor, evaluate</li> <li>• Review, learn</li> </ul>	<p>Check that the management system is working to achieve objectives.</p> <p>Analyse results and adjust future targets and system accordingly.</p>
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3.6 It is estimated that many organisations are already doing about 80% of what BS8901 requires. Within events taking place in Brighton and Hove there are many examples of sustainability issues already being addressed:-

- Noise pollution – a noise management plan is compiled and carried out by all major outdoor event organisers and monitored by the council's noise team.
- Packaging/plastic bags – working with the British Heart Foundation participants in the London to Brighton Bike Ride are now rewarded with medals rather than 'goodie' bags. This has resulted in nearly 30,000 less plastic bags being produced/used.
- Local sourcing/employment – nearly all products and contractors brought in by the events office are sourced from within Brighton and Hove; caterers, barriers, marquees, security personnel, PA equipment, event crew and first aid staff are some of the resources found locally.
- Renewable energy – Solar energy, provided by a Brighton based company has been used at the Loop Digital Festival on Victoria Gardens and the BBC Springwatch event in Stanmer Park.
- Alternative fuels - Brighton Carnival discouraged the use of petrol and diesel powered vehicles as part of their annual parade. Vehicles powered by recycled chip fat, pure plant oil and electricity took part in the procession in 2008.

3.7 There are many sustainability issues, some of which are listed here. It is impossible to address all of them. The sustainability policy must identify priorities and objectives.

<b>Employment/Economic</b>	<b>Resources</b>	<b>Legislation</b>
Work conditions Maturity of market Work/life balance Local recruitment Diversity Profitability	Fair Trade Energy Materials Waste Cost control Depletion of natural resources Biodiversity Water	Food Safety Reputation Health & Safety Corporate manslaughter Pollution – noise light

An example of a possible guideline is included as Appendix 2.

#### **4. CONSULTATION**

4.1 This is a for information report. Once the timetable is agreed consultation will be undertaken as referenced in 3.5.

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

##### Financial Implications:

5.1 There is no direct additional expenditure in implementation of this policy. All phases will be completed within existing staff resources and budgets.

*Derek Mansfield*

*20<sup>th</sup> March 2009*

##### Legal Implications:

5.2 There are no direct legal implications arising from the proposal to work towards achieving BS8901. The standard follows the traditional management model of “plan – do – check – act” and shares common management system processes with the ISO 9001 Quality Management standard and the ISO 14001 Environmental management standard. Achieving the standard may enable the council to identify opportunities to improve efficiency and cut costs as well as helping it enhance its reputation and brand image.

*Bob Bruce*

*16<sup>th</sup> March 2009*

##### Equalities Implications:

5.3 The Events programme caters for people from all sectors of the community.

Sustainability Implications:

- 5.4 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy. This report addresses these issues.

Crime & Disorder Implications:

- 5.5.1 Safety Advisory Groups have been 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 emergency services was agreed in 2004 and will be used for this event.

- 5.5.2 The Police are involved in both the consultation and planning of all major events.

Risk and Opportunity Management Implications:

- 5.6 All major events are subject to a full site-specific risk assessment.

Corporate / Citywide Implications:

- 5.7 Any events taking place on council land will ultimately need to comply with this sustainability policy.

**SUPPORTING DOCUMENTATION**

**Appendices:**

1. Supporting letter from the National Outdoor Events Association.
2. Example of sustainability guidelines.

**Documents in Members' Rooms:**

None

**Background Documents:**

1. None

