

<b>Subject:</b>	<b>Outdoor Events in Parks and Open Spaces 2017</b>		
<b>Date of Meeting:</b>	<b>17 November 2016</b>		
<b>Report of:</b>	<b>Executive Director for Economy, Environment &amp; Culture</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Ian Shurrock</b>	<b>Tel: 292084</b>
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<b>Ward(s) affected:</b>	<b>All</b>		

**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 outdoor events in parks and open spaces in 2017.

**2. RECOMMENDATIONS:**

- 2.1 That the committee grants landlord's consent for the events listed in Appendix 1.
- 2.2 That the committee authorise the Executive Director for Economy, Environment & Culture 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 Executive Director for Economy, Environment & Culture, 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 are proposed to retain their traditional place in the calendar of outdoor events. In addition, there is a further event for which the proposal is attached in Appendix 2 which is currently confidential, as the organiser is working to conclude commercially sensitive negotiations. 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 overuse 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 2017 have been received and a summary of these is outlined in 3.3 below. The


intention of the programme is to provide a range of events which appeal to a wide number of residents and visitors whether as spectators or participants.

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 £830m per year which supports 21,700 jobs (15,900 full time equivalents). The economic impact of events staged in the city is largely through hotel, restaurant and retail spend.

### 3.3 **New/ Featured Events**

#### 3.3.1 **LGBT History Exhibition, New Steine (Fri 3<sup>rd</sup> – Sun 19<sup>th</sup> Feb)**

The LGBT Community Safety Forum is proposing to host a number of events during LGBT History Month. They are looking to put a Big Top style tent in the **New Steine between 3-19 February** to host a number of fringe style events.

The overall aim of LGBT History Month is to promote equality and diversity for the benefit of the public by: 

- Increasing the visibility of lesbian, gay, bisexual and transgender (“LGBT”) people, their history, lives and their experiences in the curriculum and culture of educational and other institutions, and the wider community;
- Raising awareness and advancing education on matters affecting the LGBT community;
- Working to make educational and other institutions safe spaces for all LGBT communities; and
- Promoting the welfare of LGBT people, by ensuring that the education system recognises and enables LGBT people to achieve their full potential, so they contribute fully to society and lead fulfilled lives, thus benefiting society as a whole.

Events will include but are not limited to:

- Comedy gala night
- BHCC LGBT Workers forum, LGBT History Ball
- Trans Lives Photo exhibition
- LGBT Disabled Lives exhibition
- LGBT Conferences
- LGBT Volunteer/work fair
- HIV awareness day
- LGBT Safety/ Self defence workshops
- OUTReach Homelessness support
- Accessibility Matters – Disability Awareness/training Support
- Fundraisers

- Theatre Productions
- University Lectures

### 3.3.3 Brighton Fringe Central Hub, Old Steine (Thurs 4<sup>th</sup> May – Sun 4<sup>th</sup> June)

Over the past ten years, Brighton Fringe has grown to become England's largest arts festival, which in 2016 featured 936 events, 4,500 performances and more than 500,000 attendances in 175 venues across the city over 4 weeks. This is of course a great success story, but with it has come a growing need to provide more coordinated, centralised professional resources for participants (5,000+ people in 2016), media (200+) and arts industry professionals (300+). This facility would be an excellent way to meet these needs and also to provide an improved box office service to the general public. The site itself would be fenced-off, 'passes only' and not a public access venue, except for ticketed events, in which case it will be controlled accordingly.

The site would comprise temporary office facilities for Brighton Fringe administration for the duration of the festival period, as well as service desks for participants, media and arts industry professionals. There would also be a bespoke venue to be used for professional events, receptions, as a café and bar.

The site would use the north east quadrant of the Old Steine and run alongside the Spiegel tent, the organisers of which have been consulted and are working with the Fringe to share operational facilities such as power, cleansing and toilets.

### 3.3.4 Together the People, Preston Park (Fri 1<sup>st</sup> Sept – Sun 3<sup>rd</sup> Sept)

Together The People has taken place very successfully in Preston Park for the last two years. It is a boutique music festival, presented by local promoters using local crew and production staff.

The local promoters have requested an extra day – Friday 1<sup>st</sup> September. This is intended to promote more local artists and give a more "community feel" day ahead of the two commercial days. Admission prices for this day would be reduced from the weekend dates.

### 3.3.6 Oktober Fest, The Level, (Thurs 12<sup>th</sup> – Sat 14<sup>th</sup> Oct)

Baird Event Services, a local event production company, have requested the use of The Level for 3 days in October 2017. Brighton Oktoberfest is proposed to be a high end celebration of the traditional German beer festival. The event is intended to present high quality, locally produced beers and food, themed around the traditional celebration of the reunification of Germany and will feature food and drink styles in line with this tradition.

Drawing on the experience of the original Oktoberfest in Munich the event would be adopting the concept of the "quiet Oktoberfest" for the early session. This would restrict music and entertainment to quiet brass and traditional folk music until 6pm. The event during the "quiet Oktoberfest" sessions will be open access

to the public with a capacity of around 1000 patrons within the tented structure and the possibility of outdoor seating for an additional 100-150.

The evening session is proposed to run from 7pm to midnight with last orders at 11.30pm and access will be strictly over 18. This session will be ticketed and aimed at large professional groups and bulk bookings, although individual booking will also be available. Tickets will be approximately £15. Music will be played throughout and will be a mix of traditional live acts and later DJ sessions. Like the food and drink, all entertainment will be locally sourced.

### **3.3.7 Coles Funfair & Fireworks, Preston Park (Sat 20<sup>th</sup> Oct)**

This event first took place in 2016 and was very well received. Around 4000 people attended the free firework display, one of the few free, community firework displays in the city.

## **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. An update on consultation responses will be provided at the Committee meeting.

## **6. CONCLUSION**

6.1 Landlord's consent is required for the staging of all 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 under delegated authority as per the recommendations of this report.

- 7.2 The income generated from fees charged for commercial events in parks and open spaces contributes to the costs of the Outdoor Events Team with the City Environmental Management department and supports existing budgets within the service for charitable and community events and free public entertainments across the city. The income generated from events in parks and open spaces in the financial year 2015/16 was £0.080m.

*Finance Officer Consulted: Steven Bedford*

*Date: 27/10/16*

Legal Implications:

- 7.3 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to close “parks and pleasure grounds” in its area for up to 28 days a year in order to facilitate the staging of major outdoor events. As the events are transient in nature it is unlikely that “development” involving the need for a planning application would arise but in any event permitted development rights may apply, notably under Class B Part 4 Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 allowing “the use of any land for any purpose for not more than 28 days in total in any calendar year...and the provision on the land of any moveable structure for the purposes of the permitted use”.

Should any event require road closures or certain other traffic management measures a traffic regulation order under the provisions of the Road Traffic Regulation Act 1984 or the Town Police Clauses Act 1847 will be required.

- 7.4 It is not considered that any adverse human rights implications arise from the recommendations in the report.

*Lawyer Consulted*

*Alison Gatherer*

*Date 31/10/16*

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 2017.
2. Additional confidential event proposal.

### **Documents in Members' Rooms**

None

### **Background Documents**

None

