

Subject:	Events in Parks and Open Spaces 2019		
Date of Meeting:	22nd November 2018		
Report of:	Executive Director, Economy, Environment and Culture		
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Ward(s) affected:	All		

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 events in parks and open spaces in 2019.

2. RECOMMENDATIONS:

- 2.1 That the committee grants landlord's consent for the events listed in Appendix 1.
- 2.2 That the committee authorise officers 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, 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 The wider context of the Outdoor Events Programme is currently being considered as part of an emerging Outdoor Events Strategy. Consultation will take place on the draft Outdoor Events Strategy prior to the Strategy being brought to this Committee at a future meeting for the consideration of members. The necessity for event organisers to know if their event has been granted landlord's consent at this time (to enable planning for next year) means the implications of the Outdoor Events Strategy will be seen in the programme for Parks and Open Spaces in subsequent years.
- 3.2 Many of the events listed in Appendix 1 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 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 2019 have been received and a summary of these is outlined in 3.3 below.

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 £837m per year which supports 21,100 jobs (15,500 full time equivalents). The economic impact of events staged in the city is largely through hotel, leisure and retail spend.

3.3 **New & Amended Events**

3.3.1 **Brighton Marathon Weekend - Cycle Ride – Sunday 14th April**

Taking place before the 10K and the Marathon begin and mostly using the existing road closures that will be used for the marathon plus a loop to the east of the city this is a 50km bike aimed at around 1500 participants. The event would start and finish on Hove Lawns. A full synopsis of the event, route and timings can be found as Appendix 2

3.3.2 **Brighton Fringe – Ladyboys of Bangkok and The Warren – May**

With the Valley Gardens re-development works taking place throughout 2019 some major changes of venue have had to be found for two of Brighton Fringe's well established and best attended events. The space to the north of St Peters Church will not be available during 2019 so The Warren is proposed to move to Victoria Gardens and The Ladyboys to Hove Lawns, on the site at the bottom of Grand Avenue, opposite Kings House, as used by No Fit State Circus for the Brighton Festival in 2018.

3.3.3 **Laughterama – 19th June – 23rd June – Preston Park**

This would be a new event for Preston Park. This event is already an established event in the cities of London and Bristol. The aim will be to attract over 12,000 people across five nights with a programme of mixed-bill and solo comedy shows presented in a tented venue. This combined with a top quality selection of bars, food stalls, walkabout performers and a highly decorated site.

3.3.4 **Luna Cinema on the Beach – July / August – dates TBC**

Luna Cinema on the Beach attracted 70,000 attendees in 2018. With no major sporting spectacle – Olympics, World Cup or Euros football in 2019 - Luna will revert to showing a mainly cinema programme with particular emphasis on children's films, being scheduled for the school holidays.

3.3.5 **Boundary Festival - 28th September – Stanmer Park.**

Landlord's Consent is requested to be only provisional at this time. Improvements, as part of the Heritage Lottery Fund scheme in Stanmer Park, will be carried out throughout 2019. Once contractors are in place (expected December 2018 / January 2019) then negotiations will take place to see if the Boundary Festival can be accommodated within the schedule of works.

3.3.6 **Design Brighton – 16th – 19th October**

A new Design Festival celebrating all that Brighton and Hove has to offer as a design rich city. Showcasing local designers and makers talent, with a central hub at the Corn Exchange, the festival will feature installations, displays, workshops and talks throughout the city – indoors and out.

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, Sustainability and Highways. Detailed consultation will also follow as the events are developed between the respective event organiser and our partner agencies.

5.2 As this report is being considered well in advance of next year's programme to assist organisers, it has not been possible to include consultation responses in the report. A verbal update on the consultation responses will be given at the committee meeting.

6. CONCLUSION

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

7.2 The income generated from fees charged for commercial events in parks and open spaces 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 across the city.

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.

Lawyer Consulted: Hilary Woodward

Date: 22/10/18

Equalities Implications:

- 7.4 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:

- 7.5 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 7.6 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.
- 7.7 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.
- 7.8 To illustrate that event organisers are taking measures to reduce single use plastics at events, a case study is provided below of the Brighton Marathon .

For the 2019 Brighton Marathon trials are being introduced to support the aim of completely removing single use plastics from the event.

Single use plastics at the Brighton Marathon 2019

Entries

The Brighton Marathon was the first running event to not accept paper entry forms and use 100% online registration. In 2012 all paper publications were removed and instead used digital event instructions. In 2015 moved to a fully electronic event management briefing system and removed 95% of all printed event briefing instructions.

Volunteers

2018: Provided each volunteer with bottled drinking water (330ml bottles) for their time at the event

2019: Provide all volunteers (2,000 people) with a re-useable drinks bottle as part of their event pack, and give them access to drinking water Result will be to reduce the distribution of 6,000 330ml plastic bottles.

Contractors / charities / sponsors

2010-17: Provided all stakeholders with employees working at the event with a store of 330ml plastic bottles

2018: Provided no 330ml drinking bottles and installed tap water from stand pipes at all event sites Result was to remove the use of 6,000 330ml plastic bottles .

2019: Communication with all parties to explain we aim to be a non-single use plastics event and ensure all staff bring re-useable drinks bottles.Result will be no parties bringing single use plastics into our event site

Runner water (Course)

There are 16 drinks stations on the Marathon and 10k route – this is in-line with the Medical Directors fluid distribution requirements for all runners

2014: Removed use of 330ml single use plastic bottles from the Marathon route; instead used 2litre bottles and poured water into recycled paper cups. Instead of installing 180,000x 330ml bottles onto the route the usage was reduced to 14,000x 2litre bottles.

2019: Introducing a trial to use stand-pipes and employ plumbers to rig a system that supports pouring tap water into paper cups reducing plastic on the route by 40%. Result would be no single use plastic drinks bottles distributed at the event.

2020: Aim: Using this method for all drink's stations

Runner water (finish)

Each runner must be provided with access to 1litre of water as soon as they finish running.

2018: Provided one 330ml bottle of water per finisher and provided one 330ml empty re-useable drinks bottle and placed stand-pipes with drinking water throughout our finish and Event Village

2019: Looking for a partner to provide water in cans for each finisher. Result would be no single use plastic bottles distributed to runners at the finish.

Runner Energy Gels

Runners need to be provided with the opportunity to take on energy fuel as they take part. Currently considering ways to provide a non-plastic / single use product.

Runner goody bags

2018: provided small plastic bag that contained food, drinks and goody bag items for all finishers

2019: looking for partners to help fund a re-usable cotton bag

Sponsors

2018: A beer sponsor provided one pint of non-alcoholic beer for every finisher using a plastic cup

2019: Insisting the sponsor uses paper cups for all drinks

Concessions – food / bar

2018: Encouraged all traders to use recycled and non-plastic items

2019: As part of an agreement with traders the following will be ensured :

No plastic cups or straw
No single use plastic packaging
Using local food producers

Other significant events such as Pride, Half Marathon and Spiegeltent are all taking similar measures to reduce single use plastics at their events.

Any Other Significant Implications:

Risk Management Implications

- 7.8 The City's 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.

- 7.9 Event specific Safety Advisory Groups can be convened for all major outdoor events taking place in Brighton and Hove..
- 7.10 Sussex Police are involved in the consultation and planning of all major events.

Public Health Implications

- 7.11 The diverse range of events has the potential to contribute positively to the health and well-being of the participants. This includes the direct benefits of taking part in physical activity events such as those for running, walking and cycling. Furthermore, events can contribute to a sense of community, local pride and cultural identity which can have a positive impact on the well-being of those involved.

SUPPORTING DOCUMENTATION

Appendices:

1. List of proposed outdoor events in parks and open spaces for 2019.
2. Overview of proposed cycle ride for Brighton Marathon Weekend.

Documents in Members' Rooms

None

Background Documents

None

