

About you

How are you responding to this survey? As a..

(please select one answer)

- Brighton & Hove resident
- Visitor to the city
- Representative of a local community or voluntary group, please give details below.
- Representative of a local business, please give details below
- Stakeholder representative, please give details below
- Other, please give details below

Representative

What is your name?

Whom or what organisation are you representing?

In what other way are you responding to this survey?

Introduction

The Introduction sets out a range of considerations for outdoor events in the city.

Social

- Opportunities to participate in community events
- Improve the health and wellbeing of residents
- Encourage community cohesion, celebrating diversity creating a strong sense of community
- Promote inclusivity and equality
- Catalyst for regeneration and renewal

Cultural

- Contribute to a sense of community, local pride and cultural identity
- Create community 'identity' and cohesiveness
- Celebration of cultural heritage
- Introduce new and challenging cultural ideas
- Fostering a culture of innovation and imagination
- Support and showcase art forms

Economic

- Attract visitors from beyond the city
- Contribute to the growth of overnight stays
- Enhance national profile generating significant media coverage
- Provide employment opportunities
- Support local businesses
- Maximise income generation to invest in community events

Skills

- Develop capabilities of communities and organisers to take greater responsibility for events
- Potential to build skills through volunteering
- Continue to build capacity and expertise across the city's events sector

Sustainability

- Motivate event organisers and suppliers to adopt high sustainability standards in event delivery
- Improve on-site infrastructure and facilities that supports positive sustainable behaviour and reduces impact to the environment
- Make best use of green infrastructure
- Offer nature-based experiences that supports the Biosphere region

Q1a

How much do you agree or disagree with these considerations?

(please select one answer)

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know / not sure

Q1b.

Can you suggest any others that could be included?

Vision

The vision identified for the Outdoor Events Strategy:

“Over the next 5 years the Brighton & Hove Outdoor Events Strategy will deliver events that create distinctive experiences for residents and visitors and that support the image as a ‘Free-Thinking’ city with a reputation for high quality events. It is about thinking bigger and smarter and growing sustainably with economic and social benefits felt by our residents and businesses”

Q2.

Is there anything that we have not considered or do you have any comments about our vision statement?

Objectives

The key objectives identified for the strategy are:

- Enhance our national and international profile and reputation
- Attract visitors to the city year-round and align with the Visitor Economy Strategy
- Deliver measurable benefits for city businesses
- Encourage civic pride and community cohesion
- Develop capacity and capabilities in the city’s events sector
- Support positive engagement between people and the natural environment

Q3a.

Do you agree or disagree with the objectives identified?
(please select one answer)

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know / not sure

Q3b.

Are there any other objectives you would suggest?

SWOT analysis

A summary of the strengths, weaknesses, opportunities and threats for outdoor events in Brighton and Hove gives some insight into what needs to happen. It highlights the importance of outdoor events and the role they play in supporting broader economic, health, cultural and tourism agendas and also the challenges that need to be overcome if outdoor events are to reach their full potential.

Are there any other specific issues you think should be included?

Action 1 - Strategic Focus

Q5a.

This strategy will build on a year-round, multi-layered portfolio of events that deliver distinctive experiences for visitors and residents and also support economic development and profile building priorities. It argues for a mixture of established successful events, new events which can be developed and national/international events which we will be trying to attract to the city. In most instances the council will work in partnership with one or more organisations to support the delivery of these events. This may mean doing fewer events or greater benefit.

Potential Development – Headline Events

This programme of annually recurring activities we suggest incorporates Brighton Marathon, London to Brighton Bike Ride, and Pride. The Brighton Marathon and to some extent Pride have demonstrated an ambition to extend reach by developing additional activities and days which has increased longer stays and encouraged overnight stays. The London to Brighton Bike Ride should be encouraged to respond similarly by adding value to their utilisation of Brighton & Hove, by building additional activity around the event in the city.

The recurring events calendar would be supported by new home grown or one-off national or international sporting events acquired under a competitive bidding process such as UEFA Women’s Football or Rugby World Cup.

Criteria for Headline Events

It is recommended that to ensure the objectives of the Events Strategy are achieved, the Outdoor Events team apply a robust, consistent set of criteria to deliver clarity for all event organisers the type of events the city council wants to host. The organiser must demonstrate how an event will deliver against the following:

- Time of Year – does it help build business outside of peak times?
- Does it promote Brighton as a vibrant, contemporary city?
- Does it demonstrate distinctiveness and high quality?
- Will it generate an economic benefit for the city?
- Will it attract wide and broadly-based audiences/participants?
- Will it have the potential to attract visitors and generate spend from key target visitor markets (see Brighton Visitor Economy Strategy for more information)?
- Will it involve the city’s communities?
- Can it provide capacity building opportunities for sector development?
- Will the event sign up to the Sustainable Event commitments?

Do you agree or disagree with these criteria?

(please select one answer)

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know / not sure

Q5b.

Can you suggest any other criteria that should be included?

Q6.

Potential Development – Feature Events

A significant vacuum exists during the winter months leading up to Christmas and New Year. The potential exists to build the ‘Winter Festival’ brand. A distinctive, authentic and creative, promotional ‘umbrella’ branding that creates the opportunity to promote Brighton and Hove as a winter visitor destination. The Winter Festival programme will be essentially framed around high-profile events, (e.g. City Fireworks, Burning the Clocks, Veteran Car Run) but also integrate the City’s wider cultural offer promoting theatre shows, seasonal concerts, and distinctive exhibitions. Ideas should be developed in consultation and co-operation with the Brilliant Brighton (BID) to ensure emerging ideas have the support of other business sectors such as retail. The city’s creative event expertise could be used to develop high profile events during the Christmas season to enhance the City’s reputation as a festive retail destination and to attract visitors.

Do you agree or disagree that there is the potential to develop a winter festival brand?

Action 2 - Event Charter

The city council should create an Outdoor Events Charter as a public statement about what the city council and organisers are trying to achieve through outdoor events and how they are going about it. It is intended to help organisers understand what the city expects from them and to which they publicly commit themselves. It is also a tool to use with local communities who may be impacted by events, to show what is trying to be achieved, to highlight the approach to quality and well-managed events and to build better relationships between those delivering events and

those impacted by them.

Q7a.

Do you agree or disagree with the concept of an Outdoor Events Charter?

(please select one answer)

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know / not sure

Q7b.

Are there any other requirements for the Charter you can identify?

Action 3 - Capacity Building

This strategy advocates a shift in resource towards outdoor events that can help the city get bigger and better impacts and recognises that as it stands a large proportion of time and resource is spent supporting the administration of numerous smaller and community events that have no positive economic impact.

The city council approves approximately 250 events a year, which necessitates a significant workload and time spent by the events team processing applications, facilitating consultations

and supervising event preparations.

The sector and organisers can help the council achieve what it wants but often are unclear exactly what that is. So, it is recommended to bring them on board to help find solutions to the challenges faced by outdoor events – whether that is programming outside of peak periods; sharing best practice in sustainable delivery; or innovating and driving out distinctiveness.

We have six specific recommendations in this action:

- Explore digital tools that can help with event applications to improve efficiency
- Use existing digital platforms (e.g. social media groups) to connect the various organisers to support each other
- A new role in programme development using clear criteria
- Fostering the capacity and capabilities of the local sector and engaging them in the city’s challenges
- Retain support from other operational teams at the Council to deliver this strategy and maintain the reputation as an attractive destination to deliver events
- Ongoing review of hire charges and fees

Q8a.

Do you agree or disagree with these recommendations?

(please select one answer)

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know / not sure

Q8b.

Can you suggest any other recommendations?

Action 4 - Events Infrastructure

Discrete funding for capital improvements to support events is unlikely to be forthcoming in the current climate. But the needs of events and event organisers should be considered as part of the early thinking and planning for major projects (public and private) that are taking place in and around the main event locations.

The establishment of event ready infrastructure will also critically assist reducing environmental impacts managing energy and water more efficiently, reducing waste and carbon emissions.

Q9.

What do you think are the most important elements of Events Infrastructure that should be developed?

Comments

Q10.

Do you have and other comments about the Outdoor Events Strategy?

About you

The reason why we ask you these questions is so we can

- Make our council services open to everyone in the city,
- Treat everyone fairly and appropriately when they use our services,
- In consultations, make sure that we have views from all across the city.

The Equality Act 2010 makes these aims part of our legal duties. Your answers help us check that we have met the law and help improve our services.

You do not have to answer these questions; however, by doing so you will help us improve our services. The answers you provide will be collated with all equalities data we collect, thereby ensuring that individuals will not be identified. We will use this information in a completely anonymous and confidential manner and protect your information in accordance with the Data Protection Act (1998).

[A short guide to these questions is available to download here](#) (opens a PDF in a new window)

What age are you in years?

Prefer not to say

What gender are you?

(please select one answer)

Male Female Other Prefer not to say

Other, please state:

Do you identify as the sex you were assigned at birth?

For people who are transgender, the sex they were assigned at birth is not the same as their own sense of their sex.

(please select one answer)

Yes No Prefer not to say

How would you describe your ethnic origin?

(please select one answer)

White

English / Welsh / Scottish / Northern Irish / British

Irish

Gypsy or Irish Traveller

Any other White background

Asian or Asian British

Bangladeshi

Indian

Pakistani

Chinese

Any other Asian Background

Black or Black British

African

Caribbean

Any other Black background

Mixed

Asian & White

Black African & White

Black Caribbean & White

Any other mixed background

Other Ethnic Group

Arab

Any other ethnic group

Prefer not to say

Prefer not to say

Other background (please give details)

Which of the following best describes your sexual orientation?

(please select one answer)

- Heterosexual / Straight
- Lesbian / Gay woman
- Gay man
- Bisexual
- Other
- Prefer not to say

Other - please state:

What is your religion or belief?

(please select one answer)

- I have no particular religion
- Buddhist
- Christian
- Hindu
- Jain
- Jewish
- Muslim
- Pagan
- Sikh
- Agnostic
- Atheist
- Other
- Other philosophical belief
- Prefer not to say

Other - please state:

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

(please select one answer)

- Yes a little
- Yes a lot
- No
- Prefer not to say

Please state the type of impairment which applies to you. If you have more than one impairment please indicate all that apply. If none of the categories apply, please mark 'other' and state.

(please select all that apply)

- Physical Impairment
- Sensory Impairment
- Learning Disability / Difficulty
- Long-standing Illness
- Mental Health Condition
- Autistic Spectrum
- Developmental Condition
- Other

Other - please state:

Are you a carer?

A carer provides unpaid support to family or friends who are ill, frail, disabled or have mental health or substance misuse problems.

(please select one answer)

- Yes No Prefer not to say

If yes, do you care for a....?

(please select all that apply)

- Parent
- Child with special needs
- Other family member
- Partner / spouse
- Friend
- Other

Other - please give details:

Armed Forces Service:

(please select one answer for each question)

	Yes	No	Prefer not to say
Are you currently serving in the UK Armed Forces? (this includes reservists or part-time service, eg: Territorial Army)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have you ever served in the UK Armed Forces?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are you a member of a current or former serviceman or woman's immediate family / household?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The data controller for this form is Brighton & Hove City Council

Thank you for completing this form - it will help us improve our services for everyone.

Please click the Next below and submit your answers on the next page.

