

<b>Subject:</b>	<b>Outdoor Events - Parks and Open Spaces 2020</b>		
<b>Date of Meeting:</b>	<b>21<sup>st</sup> November 2020</b>		
<b>Report of:</b>	<b>Executive Director, Economy, Environment &amp; Culture</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Ian Shurrock, Ian Taylor, Daniel Watson</b>	<b>Tel: 01273 292084, Tel: 01273 292711,</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 each of the proposed events in parks and open spaces in 2020.

### **2 RECOMMENDATIONS:**

- 2.1 That the committee grants landlord's consent for each of the proposed 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 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 2020 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 £850m per year which supports 21,448 jobs (15,730 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**

#### **Architects of Air – Preston Park**

- 3.3.1 A local group of development industry creatives have designed the Design Brighton festival to capture the unique spirit of Brighton & Hove, the festival will feature debate, installations, tours, professional and maker showcases in an imaginative network of venues throughout Brighton and Hove.
- 3.3.2 The luminarium is an inflatable structure where visitors enter into labyrinthine tunnels and cavernous domes in a medium of saturated colour, in a world apart from the normal and every day, accompanied by a gentle sensory soundscape. Please see Appendix 3.

#### **About the Young – Jam Exhibition – Seafront**

- 3.3.3 This exhibition will feature a vast collection of memorabilia, fashion, vinyl and imagery from one of the most iconic UK bands of all time –The Jam. Previously exhibited in London’s Somerset House (70,000 visitors) and Liverpool’s Cunard Building (30,000), it now wishes to visit Brighton. Please see appendix 4.

#### **Rotunda Theatre – Regency Square**

- 3.3.4 This is a new concept from Rotunda Theatre whose pop-up theatre has been a feature of Buxton Festival Fringe for the last two years and Edinburgh Fringe in 2018. The theatre is a generous black box studio housed in a 14m geodesic dome, which seats 120 people.
- 3.3.5 The aim is to provide an extensive range of critically acclaimed theatre, from solo shows to fully cast plays.

#### **Land Beyond – Wild Park**

- 3.3.6 First held in East Brighton Park in 2019 the show wishes to change location due to issues arising from the helicopter landing area in this park. A dance music festival for 5,000 people contained mostly within a structure.

#### **Luna Cinema – Seafront**

- 3.3.7 Luna Cinema will this year be featuring live coverage of the Euro 2020 football competition.

#### **Roaring Twenties – Hove Lawns**

- 3.3.8 Featuring a daytime vintage fair including best dressed competitions with prizes and fun for children, a food festival, the big Charleston Challenge dance, choir’s and a tea dance. In the evening the marquee will be used for vintage shows.

## **Noughty 90's – Waterhall**

- 3.3.9 A new music festival to Brighton showcasing the best of 90's music including various other entertainment aspects such as a funfair. This event will have a 5,000 capacity.

## **Festival Trek – Hove Park**

- 3.3.10 The event transforms a city park into a large open air restaurant with dozens of mobile kitchens, live music, theatre and acts. TREK is focused on food & culture and functions as a meeting place for young and old. It features a combination of gastronomy and culture. Please see Appendix 5.

## **4 ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS**

### **Customer Feedback**

- 4.1 With an average attendance of over 5,000 people per event spread across over 250 outdoor events per year, the council inevitably receives both positive and negative feedback. In relation to the number of events hosted in the city, and number of people that attend the events, the number of complaints is low. Appendix 2 details the number of complaints received into Customer Feedback and the council's Events Team during 2019 and what issues these complaints relate to.
- 4.2 As always, the council continually works alongside our residents and businesses to resolve issues where possible, and to ensure that we further reduce the number of complaints that we receive.

## **5 ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS**

- 5.1.1 Not applicable

## **6 COMMUNITY ENGAGEMENT & CONSULTATION**

- 6.1 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.
- 6.2 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.

## **7 CONCLUSION**

- 7.1 Landlord's consent is required for the staging of all major outdoor events on council land in Brighton and Hove.

- 7.2 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.

## **8 FINANCIAL & OTHER IMPLICATIONS:**

### Financial Implications:

- 8.1 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.
- 8.2 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.

*Finance Officer Consulted: Jess Laing*

*Date: 25/10/2019*

### Legal Implications:

- 8.3 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: Alice Rowland*

*Date: 29/10/2019*

### Equalities Implications:

- 8.4 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:

- 8.5 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 8.6 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.
- 8.7 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.
- 8.9 To illustrate that event organisers are taking measures to improve the sustainability of events, a summary is provided in Appendix 6 of the headline data of the improvements made at Pride in 2019.

## **9 Any Other Significant Implications:**

### 9.1 Crime & Disorder Implications:

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

### Risk and Opportunity Management Implications:

- 9.2 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.
- 9.3 Event specific Safety Advisory Groups can be convened for all major outdoor events taking place in Brighton and Hove.

### Public Health Implications:

- 9.4 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 2020.
2. List of complaints received in 2019 for major and impactful events.
3. Architects of Air
4. About the Young
5. Festival of TREK
6. Pride 2019 Sustainability Summary Data

### **Background Documents**

None