

<b>Subject:</b>	<b>Outdoor Events - Parks &amp; Open Spaces 2022/23</b>		
<b>Date of Meeting:</b>	<b>13<sup>th</sup> January, 2022</b>		
<b>Report of:</b>	<b>Executive Director, Economy, Environment &amp; Culture</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Mark Fisher, Jo Osborne</b>	<b>Tel: 01273 292711</b>
	<b>Email:</b>	<a href="mailto:Mark.Fisher@brighton-hove.gov.uk">Mark.Fisher@brighton-hove.gov.uk</a> <a href="mailto:Jo.Osborne@Brighton-Hove.gov.uk">Jo.Osborne@Brighton-Hove.gov.uk</a>	
<b>Ward(s) affected:</b>	<b>All</b>		

**FOR GENERAL RELEASE.**

**1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 To seek landlord's consent for each of the proposed events in parks & open spaces in 2022.
- 1.2 Members are reminded that they are considering each event individually rather than the programme as a whole.

**2. RECOMMENDATIONS:**

- 2.1 That the committee grants landlord's consent (subject to the execution of a formal agreement) 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 including approving new applications in accordance with the Outdoor Events Strategy 2019-2024 and cancelling events if required.

**3. CONTEXT/ BACKGROUND INFORMATION**

- 3.1 The Covid-19 Pandemic has continued to have a devastating effect on the Outdoor Events Industry throughout 2021, with only a handful of events being able to take place nationally, including in Brighton & Hove. The UK events industry has lost £57bn of its £70bn pre-pandemic value over the past 12 months. The Business Visits and Events Partnership (BVEP) reports a 95% drop in events, a 17% reduction in the size of the sector and the loss of 126,000 jobs, all statistics that resonate heavily in Brighton & Hove.

- 3.2 The Council has an important role to support the return of outdoor events in the city. The annual calendar is important for cultural recovery, tourism and fundraising by charities and community groups. At a national level, around £10 billion has been lost in the last six months by the hard-hit charity sector, a notable proportion of which is due to loss of engagement with public supporters at events (research carried out by the Events Industry Board).
- 3.2 Outdoor events made a return to Brighton & Hove in the summer of 2021, with only a few taking place. The need for social distancing and Covid-safe operation meant that some events were not financially viable. Whilst restrictions eased in the second half of 2021, there is still a need for caution and event organisers remain nervous about what the 2022 season will bring.
- 3.3 Outdoor events support the reputation of the city as a leisure destination and contribute significantly to the economic impact of tourism. The Visitor Economy Strategy 2018-2023 highlights the economic contribution of tourism to the city's economy at £886m per year which supports 21,000 jobs. The economic impact of events staged in the city is largely through associated hotel, leisure and retail spend.
- 3.4 Whilst many of the events listed in Appendix 1 have taken place before and retain their traditional place in the annual calendar, officers have received requests for several new events in 2022. A summary of these is outlined in paragraphs 3.6 to 3.14 of this report. There is a strong desire in the events industry for a return to normal operations where possible, and the city continues to be attractive for new events.
- 3.5 A balanced approach is required to prevent overuse of popular areas. Appendix 1 to this report shows the range of spaces and sites where events are proposed to take place. Officers will ensure that all events taking place on council land will comply with the Council Outdoor Events Strategy 2019-2024 which includes signing up to the new Events Charter. An emphasis will be put on event organisers adopting high sustainability standards and minimising their impact on the environment, their surroundings and the land they are using.

#### New/Amended Events

- 3.6 Land Beyond/Naughty 90's Festival, Waterhall, 30 April – 1 May 2022: Previously held in East Brighton Park, the event requested to move to Waterhall over two days in 2021, receiving landlord's consent. However, the event didn't go ahead because of Covid restrictions in place at the time. They are seeking landlord's consent for a ticketed music event which offers a different genre of music on each day. They are looking at a capacity of 10,000 per day subject to planning and approval. The event will apply for its own Premises Licence and pay a commercial hire fee for the land.
- 3.7 Brighton Fringe, May 2022 - Spiegeltent, Old Steine, Ladyboys of Bangkok Cabaret, St Peter's Square, Fringe Venue, Victoria Gardens South

Officers have yet to receive detailed requests from Brighton Fringe temporary venue organisers for their outdoor event venues. However, Brighton Fringe have made the request to hold spaces in order to enter into negotiations for the use of

Victoria Gardens South, St Peter's Square and the Old Steine throughout the Fringe Festival in May 2022. The intention is to allow the Fringe Festival to operate using the Council's Premises Licences, operating venues between 10am and 2am with capacities up to 1500 people across all venues at any one time.

- 3.8 Brighton Festival Outdoor Programme May 2022: The Souk, Hove No 1 Lawn. Officers are aware of a request by Marwa Al-Sabouniis, an architect of international standing working with Brighton Festival, to create a temporary venue in Brighton & Hove inspired by the marketplaces in her home country of Syria. The Souk will be designed as a place for bringing people together in a spirit of exchange. A location for events and gatherings, a natural home for some of the Festival's community engagement in the Our Place programme. The Souk would require a build time of several weeks starting in April 2022 with the structure removed by 12 June 2022.
- 3.9 One World Festival, Stanmer Park 4/5 June 2022: An International Music Festival that will encompass and embrace diversity, cultural and artistic elements of religions across the world. International and local talent will come together using dance and live music to celebrate 'One World'. A ticketed event for 4,000 per day. Low ticket cost to encourage inclusivity for all and not compete with the other music events proposed for the city. This event is being organised collaboratively by Apache Indian Music (AIM) Academy which is opening a branch in Brighton in 2022, and Global Beats, a Brighton-based production company.
- 3.10 Footprint+ Conference, Hove Lawns 7-10 June 2022: Brighton & Hove will be the host city of the UK's carbon conference for the property industry, to be held in a temporary marquee conference hall located on Hove Lawns. The event received landlord's consent at a previous TECC Committee Meeting, with it being scheduled for September 2021. Unfortunately, it was postponed due to Covid-19 and is now seeking renewed landlord's consent for June 2022.
- 3.11 UEFA Women's Euro 2022, July 2022: Members of the Committee will be aware of the city hosting three matches at the American Express Community Stadium, as part of the Women's Euro tournament in July 2022. As part of our commitment as a host city, we are required to provide space for fan zones for the nations visiting Brighton & Hove. The intention is to use Valley Gardens for various experiential activities, screens (matches will not be shown), food and drink, entertainment etc. The Fan Zone event will be open on match days and six weekend days, a total of nine days during July. There will also be a roadshow event in June to promote ticket sales for the matches, this will be located on Hove Lawns.
- 3.12 This is the Modern World, St Peter's Square August 2022: Previously granted landlord's consent to take place on the seafront in 2020, 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 has been trying to visit Brighton since 2020 but this has not happened due to Covid-19. The organisers are requesting a change in space which is now available and can be used in conjunction with inside space at St Peter's Church.

- 3.13 Pub In the Park, Preston Park 16-18 September 2022: Tom Kerridge presents a three day food and music festival celebrating gastropub dining. Under an invitation from Tom Kerridge, celebrity chefs will be on site preparing dishes from their own gastropubs whilst the audience enjoys music and shopping in a pub garden atmosphere. Brighton will be added to a tour of the event, that has already taken place successfully in Marlow, Bath, Tunbridge Wells, Chichester amongst other locations. The organisers will be supporting local communities, using local suppliers and offering free tickets to the NHS.
- 3.14 Luna Cinema presents The Big Top, The Level, 24 November- 21 December 2022: Landlord's Consent is requested to be only provisional at this time. Luna Cinema have successfully organised an outdoor cinema attraction in Brighton in 2018 and 2019, and they have requested the same seafront space during Summer 2022. However, the footfall at the seafront location in the summer works best when there is a sporting event taking place at the same time. The Qatar World Cup is scheduled to take place in Winter 2022 so the company is looking for a suitable alternative location to move their event to. The Level is a suggested location and this would be as an alternative to their summer event, not in addition. Officers are seeking committee approval to enter into negotiations with Luna Cinema for use of The Level in November/December and to discuss the event proposal further with members of the Safety Advisory Group.

#### **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 Due to the timing of this report and consultation falling over the festive period, officers will provide a verbal update on the consultation responses at the committee meeting.

##### Social Value Impact

- 5.3 Events can affect the way places are perceived and people's relationships with their place of residence, making them feel connected to it. It may encourage people to contribute more towards local projects or take more care of the local environment. Events act as vehicles to bring people together, encouraging social contact leading to enhanced individual wellbeing and more resilient communities. People benefit from participating in events, but also by volunteering and getting involved in planning and organising them helping to build capacity of communities to organise events and other projects in the future.
- 5.4 Involvement in events can enhance people's quality of life by providing enjoyable, sociable experiences to look forward to and reflect on as well as

encouraging personal development to equip people with skills, confidence and knowledge to help them in their lives.

- 5.5 Events are not universal appreciated and there may be some associated negative effects that diminish their social value including disruption to everyday routines.

#### Noise Management

- 5.6 All events involving the use of amplified music will be required to provide the council with a noise management plan which will be shared with colleagues in Environmental Protection for comment. Event organisers will need to adhere to specific restrictions on levels of noise at their event, as well as provide the council with evidence of mitigation measures in place to reduce the impact on nearby businesses and residents.

### **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 a significant part in the council's overall tourism strategy. As well as bringing substantial cultural and economic benefits to the city, people experience civic pride when major recreational, sporting and entertainment events take place in their locality.
- 6.3 Granting Landlord's Consent for the 2022/23 events programme in the city's parks and open spaces provides support for a sector that has been devastated by the Covid-19 pandemic over the course of 2020/21, with restrictions continuing into 2022. The support of the City Council for the events sector has never been more important.
- 6.4 Officers will ensure that all events meet the requirements of the Outdoor Events Strategy 2019-2024, including the need for all event organisers to sign up to the Outdoor Events Charter.

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

#### Financial Implications:

- 7.1 There are no direct financial implications arising from the recommendations of this report. Staff time required in implementing these events will be contained within the existing Outdoor Events budgets. The Outdoor Events budget does contain an income target of £0.367m for fee income which has been impacted by the effect of COVID19 in the current financial year. Any significant variations to budget will be reported as part of the council's monthly budget monitoring process.

*Finance Officer Consulted: John Lack*

*Date: 18/11/21*

#### Legal Implications:

- 7.2 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. 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.
- 7.3 The proposals in this report are made in accordance with the Outdoor Events Strategy 2019-2024.
- 7.4 The terms of the agreements with the event organisers will allow the Council to withdraw consent on public health grounds if the Council does not feel the event should go ahead.

*Lawyer Consulted:*

*Alice Rowland*

*Date: 14/12/21*

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. Major event organisers will be required to complete an Equalities Impact Assessment, new for 2022.

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 Strategy 2019-2024.
- 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. Event organisers continue to be strongly encouraged to sign up to the Council’s Sustainable Event Commitment, helping them to improve sustainability at their events. The Sustainable Events 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 has been amended to meet the requirements of the new standard and help the council continually improve its engagement with event organisers to improve sustainability.
- 7.9 Environmental Impact Assessment and Action plans will be required to be undertaken by organisers wishing to stage their events in the city.
- 7.10 All applications for events to be held on council land will be reviewed by the Events Team to assess the potential impact and risk of the event to Brighton & Hove City Council land. Factors such as location, size, type of event, and what

ground protection measures the event organiser has confirmed will be considered when agreeing if a reinstatement bond is required, and the value of this bond. Event organisers will be responsible for the reinstatement of the grounds used if damage occurs as a result of their event. It is important to recognise that the impact on our open spaces by some events is inevitable, but the positive social and economic impacts of these events outweigh the immediate effects on the land.

#### Brexit Implications:

7.11 There are no identified implications.

### **8. Any Other Significant Implications:**

#### Crime & Disorder Implications:

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

#### Risk and Opportunity Management Implications:

8.2 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. Public health advisers are present at the Safety Advisory Group to input on COVID safe practices. The Safety Advisory Group is convened to scrutinise plans but does not have the power to decide whether or not an event should go ahead; this decision is made by the Event Management Group for the relevant event.

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

8.4 Event-specific Event Management Groups meet on a regular basis for the planning of all major events across the city.

#### Public Health Implications:

8.5 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. However, events will need to meet covid safe requirements in accordance with national guidelines. Public Health advisers will be updated with event plans and, via the Safety Advisory Group, asked for comment in relation to Covid-19. All organisers will be required to ensure their plans include Covid-19 risk assessments.

- 8.6 Initial landlord's consent for outdoor events is determined by the council many months in advance, however, whether any event can go ahead is still very much dependent on all the safety and event permissions being in place at the time of the event. With regards to the pandemic this also includes operating within government restrictions and guidance in place at the time, as well as taking local epidemiology into account.
- 8.7 Officers attend regular meetings held by the Sussex Resilience Forum, to ensure consistency as a region in relation to guidance, advice and information being given to event organisers with regards to Covid-19. It is recognised regionally that keeping visitors and residents safe is our priority.

### **SUPPORTING DOCUMENTATION**

#### **Appendices:**

1. List of proposed outdoor events in parks and open spaces for 2022/23

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

1. None

#### **Background Documents**

1. None