

**Subject:** Shakedown Music Event, Stanmer Park, Brighton  
**Date of Meeting:** 11 November 2010  
**Report of:** Strategic Director, Communities  
**Contact Officer:** Name: Jayne Babb Tel: 29-3321  
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**Key Decision:** Yes Forward Plan No: CAB18258  
**Wards Affected:** All

**FOR GENERAL RELEASE****1. SUMMARY AND POLICY CONTEXT**

- 1.1 To seek approval from Cabinet for landlord's consent to stage Shakedown, a major music event to be held in Stanmer Park, Brighton, on Saturday 9 July 2011 between midday and midnight.

**2. RECOMMENDATIONS**

- 2.1 That landlord's consent be granted to stage the Shakedown Music Event in Stanmer Park, Brighton, on Saturday 9 July 2011 between midday and midnight with music and the sale of alcohol to finish no later than 11pm.
- 2.2 That officers be authorised to enter into formal agreement with the event organiser for the staging of the event subject to the event being approved by the Safety Advisory Group.

**3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS**

- 3.1 Brighton & Hove is renowned for its wealth of diverse music events that are hosted each year in the many music and performance venues across the city. Music events such as classical, world, jazz and mainstream chart topping bands make up Brighton & Hove's cultural music calendar. In previous years the city has also hosted and managed in partnership with event promoters a number of outdoor large scale music events, such as Big Beach Boutique and The Great Escape both of which have received national and international recognition.
- 3.2 The dance music scene is extremely popular and important to the culture of the city and this event has the potential to raise the city's national profile for hosting dance music events. It is anticipated that some 20,000 people will attend this one day, ticketed event that will have a target demographic of 20-45 years olds. Shakedown will appeal to both dance lovers and casual music lovers alike, with a mixture of international chart-topping stars and renowned local DJs.

- 3.3 The event will take place within the main area of Stanmer Park, west of the main access road. A plan/schematic diagram of the event is attached as Appendix 1.
- 3.4 The event promoter will apply independently to the city council's Licensing Panel for the appropriate licences required for the staging of the event.
- 3.5 The event organiser will be required to provide a full Event Management Plan to approved by the Safety Advisory Group, which will include:
- Traffic Management Plan, to focus on public transport and off-site parking. Access into Stanmer Park via Lewes Road will be strictly limited to production vehicles and will be kept clear for emergency access throughout the event.
  - Attendees' wishing to park will have the option to use Brighton University and then walk safely under the A27 to the site.
  - Frequent trains will be arranged both to and from Falmer Stadium (particularly around opening and closing times)
  - Sussex University to be solely used for taxis and buses to safely drop off and pick up for those attending by public transport
  - There will be a detailed Cleansing Plan for both the licensed site and the surrounding area which will be approved by officers from City Clean in advance of the event taking place.
  - Full Risk Assessments including Fire Risk Assessment will be in place and agreed by the relevant qualified officer from each of the partner agencies.
  - Noise Management Plan: Detailed noise management plan to be submitted and approved by officers from the council's Environment & Licensing Division. Acceptable noise levels to be agreed in advance with on site monitoring throughout the event.
  - Licensing: No Under 18s will be allowed onto to the site. The anticipated audience profile will be predominantly split male / female groups aged 20 - 45. Site security will be instructed to ask for approved identification for proof of age as appropriate. This policy will also apply to the sale of alcohol at any of the designated bars on site.
- 3.6 The full Event Management Plan will be reviewed by council officers and partner agencies including senior officers from each of the emergency services detailed in this report who also represent their service on the city-wide Safety Advisory Group.
- 3.7 The event organisers will be required to work closely and cooperate fully with Brighton & Hove City Council, the Police, Ambulance Service, Fire Brigade and local hospitals to ensure the delivery of a safe well managed event on the day.

#### **4. CONSULTATION**

- 4.1 Consultation is ongoing with Sussex Police, East Sussex Fire & Rescue Service, and South East Coast Ambulance Service. Internally, consultation with Ward Members, Environmental Health & Licensing, Highways and the Countryside Service has taken place. All agencies are happy for further consultation to take place which will be detailed in the event management plan as the planning of the event evolves.
- 4.2 Additional consultation was also carried out at the last meeting of the Stanmer Park Stakeholders meeting held on the 13<sup>th</sup> September. This meeting is chaired by Councillor Caulfield and has representatives from the following, Friends of Stanmer Park, Friends of Stanmer House, Stanmer Preservation Society, Stanmer Orchard, Brighton & Hove Ranger Service and Countryside Manager, Stanmer church/Stanmer Preservation Society and Stanmer Park Café.
- 4.3 The Shakedown promoter attended the meeting and explained the proposal to those present. Immediate issues and concerns raised at that meeting were put forward from Stanmer Church regarding possible damage that might be caused to the windows of the church due to vibration. From the Friends of Stanmer regarding the use of Pyrotecnics and Stanmer Park Café in relation to loss of income. All of the above would be given due consideration by the organisers and would form part of the detail that is required in the event management plan should the event be given landlord's consent.

#### **5. FINANCIAL & OTHER IMPLICATIONS**

##### Financial Implications:

- 5.1 All costs will be the responsibility of the organiser. A deposit will be lodged by the organiser, any re-instatement costs will be met from this deposit.
- 5.2 The organiser will pay a commercial hire fee for the use of Stanmer Park.

*Finance Officer Consulted: Derek Mansfield*

*Date: 07/09/10*

##### Legal Implications:

- 5.3 The proposal in this report is made in accordance with the Outdoor Events Policy. The policy incorporates relevant considerations in respect of convention rights incorporated by the Human Rights Act 1998. The policy is clear that a balancing act is required between the competing interests of those who attend the events and those who do not wish to attend or have objections and consultation is suggested to ensure that this balancing exercise is properly carried out.
- 5.4 The terms of the agreement with the events organiser, the ongoing consultation process and the long lead-in period should ensure that the event is properly managed and that disruption is kept to a minimum.

- 5.5 It is likely that planning permission will not be required for this event as permitted development rights can be relied on in respect of the use of the park.

*Lawyer Consulted:*

*Bob Bruce*

*Date: 23/08/10*

Equalities Implications:

- 5.6 The Events programme caters for people from all sectors of the community. This event is specifically aimed at 20 – 45 year olds who are interested in the dance music scene but any individual over the age of 18 can attend. Issues such as physical accessibility to the event and designated viewing areas will be developed and detailed in the emerging event plan.

Sustainability Implications:

- 5.7 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 5.8 The event will conform to the Councils Sustainable Events Policy.

Crime & Disorder Implications:

- 5.9 Safety Advisory Groups are convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol between the council and emergency services was agreed in 2004 and will be used for this event.
- 5.10 The Police are involved in both the consultation and planning of all major events.
- 5.11 All significant outdoor events are also considered by the City Safety Advisory Group This group is made up of senior officers from Brighton & Hove City Council, Sussex Police, East Sussex Fire & Rescue, South Coast Ambulance Service, Health (A&E Emergency Planning Representatives). All major events are taken to this group for members to provide a strategic overview and to offer advice to event management companies to ensure that events held in the city are safe and well managed.

Risk and Opportunity Management implications:

- 5.10 The event will be subject to a full site-specific risk assessment.

Corporate/Citywide Implications:

- 5.11 The event takes place in Stanmer Park- a council run open space.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S)**

- 6.1 Not applicable

## **7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 Shakedown would be a major event and therefore full consultation and a full Event Management Plan will be required for the event.
- 7.2 Shakedown is a valuable addition to the events calendar.

## **SUPPORTING DOCUMENTATION**

### **Appendices**

- 1. Plan of the proposed layout

### **Documents in Members Rooms**

None

### **Background Documents**

- 1. Full proposal from event organisers

