

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 13

Brighton & Hove City Council

Subject: Music & Firework Event Preston Park
Brighton

Date of Meeting: Tuesday 26 July 2011

Report of: Strategic Director Communities

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Wards Affected: Preston Park

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To seek landlord's consent for Generate Events Ltd in partnership with a local radio station to stage a one night family music and firework event in Preston Park, Brighton on Saturday 29th October 2011 to an estimated audience of 15.000 people

2. RECOMMENDATIONS:

- 2.1 To grant landlord's consent to stage a one night family music and firework event in Preston Park on Saturday 29th October 2011
- 2.2 To authorise officers to enter into formal agreement with the event organisers and to determine fees and conditions as appropriate.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The City Council has been approached by Generate Events Ltd to host in partnership with a local radio station a live music event in Preston Park in October 2011. Generate Events Limited specialises in producing and promoting large-scale outdoor events all around the UK and also has expertise in producing firework displays. In addition it organises outdoor concerts and this year ran the Brighton Marathon Exhibition and After Party at the Brighton Centre.

- 3.2 This event is targeted at a family audience and should attract residents in Brighton & Hove and the surrounding area. This is a commercial event and those attending will be required to purchase a ticket. Ticket Prices: Adults: £10 Under 16's: £7 (under 16's must be accompanied by a full paying adult) Under 3's: Free Golden Circle Adult :£18 Child:£15 tickets will only be sold to over 18's. To gain access to the event children must be accompanied by a paying adult.
- 3.3 An area of Preston Park will be fenced off by using a solid panel fence, which will create a dedicated event arena for 15,000 people. Crowd capacity is a key part of the planning process and will be checked at the event planning stage by the multi agency groups who will work with the organisers to deliver a safe well managed event
- 3.4 Inside the fenced area there will be an outdoor stage, catering area, box office/ entry points, fairground, and welfare facilities (first aid & toilets). In addition the area will house an isolated/sterile area (100m x 100m) which will be used for the firing and subsequent fall out of the fireworks display.
- 3.5 The main stage will play host to the local radio station DJ's, who will interact with the crowd and play pre-recorded music for approximately one hour. This will be followed by a live performance from one support and one headline act/artists, who will perform sets of around 15 and 30 minutes respectively. Immediately following the headline performance, a 15 minute firework display will commence which will be set to music.
- 3.6 The event would open at 5pm with all food and drink concessions (no alcohol) and fairground open from this time. The stage area would open at 6pm with the live act to perform at approximately 7.30pm. This would be followed at 8pm by the firework display which is set to music and lasts for approximately 15 minutes, at the end of the display there will be a brief thank you message and then the stage and music will cease and close.
- 3.7 To assist with the management of the spectators leaving the park, the concessions and fairground will stay open until 9.30pm with the site being clear of people by 10pm at the latest.
- 3.8 Access to the park for site set up would be from Thursday 27th October and from the time of occupation there will be 24hr security. Working arrangements will be set out in the detailed event plan. As this is a residential area the organiser will be expected to comply with all site restrictions in relation to site set up as directed by officers. The organisers will be required to vacate the park and leave it in a condition ready for public use by Monday 31st October.

- 3.9.1 The event is targeted at the residents of Brighton and Hove and the organisers will be encouraging visitors to arrive via public transport. Preston Park Station is close by and there are a number of bus routes which service the area. Due to the lack of parking in the area, the event organiser will ensure that this message is communicated to all visitors via their media partner local radio, the website and in ticket information packs. The organisers will liaise with B&H buses re the provision of additional buses to the site both before and after the event.
- 3.10 Event waste - the management of waste and its effective and responsible collection and disposal will be detailed in full in the Sustainable Events Statement – Outdoor Events (SF04) This document is completed by event organisers and gives us an early indication as to how they will manage the waste generated. There are five sections to be completed under waste management. SF04 is attached as appendix 2. Communication with the event organiser regarding sustainability has been very positive; they confirm that they are fully committed to working closely with officers to ensure that all aspects of waste management are addressed.
- 3.11 The organisers will be required to provide a full event management plan, which is to include:-
- 3.12 Traffic Management Plan, to focus on public transport to and from the site.
- 3.13 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.
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- 3.14 Full Risk Assessment including Fire Risk Assessment and Pyrotechnic Plan to be signed off by East Sussex Fire & Rescue
- 3.15 Noise Management Plan. Detailed noise management plan to be submitted to 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.
- 3.16 These plans will be reviewed by the Council and its partner agencies that form the operational event planning group. Should there be any significant safety issues that need addressing then this will be fed through to the City-wide Safety Advisory Group who oversee these major events.

4. CONSULTATION

- 4.1 Initial consultation has taken place with Sussex Police, East Sussex Fire & Rescue Service, and South East Coast Ambulance Service. Internally, consultation has taken place with Environmental Health & Licensing, Highways the Countryside Service and Ward Councillors. Subject to consent being granted, then further consultation with local residents by way of a letter drop providing details of the event, dates, times, event organisers, email contact etc would be carried out by the event organisers.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

- 5.1.1 In accordance with the Outdoor Events Policy, fees are charged for commercial events and any costs incurred are the responsibility of the organiser. A deposit would be held to ensure that the Authority does not incur any costs that cannot be recovered and this deposit would only be released on reinstatement of the area to the satisfaction of the Authority. The organiser would also have to provide evidence of adequate insurance cover.
It is estimated that the fee for this event would be in the region of £15,000, subject to negotiation. Revenue received from commercial events is used to finance support for community events and free public entertainments.”

Finance Officer Consulted: Michelle Herrington

5.2 Legal Implications:

- 5.2.1 Preston Park is recognised as an occasional events venue and may be used subject to planning and licensing requirements being met.
- 5.2.2 The proposal is being put forward 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 and consultation is suggested to ensure that this balancing exercise is properly carried out.
- 5.2.3 The terms of the agreement with the events organiser and the ongoing consultation process should ensure that the event is properly managed and that disruption is kept to a minimum.

5.3 Equalities Implications:

The Events programme caters for people from all sectors of the community. This event is specifically aimed at children, young people and families. Advice for disabled guests will be provided via the organiser’s website and by email on the best ways to access the site. There will be a Disabled Parking area immediately adjacent to the main entrance of the park on the internal roadside (subject to council approval) and stewards will be on hand to help disabled persons and families as necessary. A dedicated viewing area will be created in front of the stage with the addition of high level signage.

5.4 Sustainability Implications:

5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations set out in the Purple Guide and the council’s event policy.

5.4.2 The council is committed to managing the risk and environmental impact of its activities. Events that are hosted and staged in the city are reviewed as part of our commitment to continuous improvement and in line with ISO14001 & BS8901 sustainable event management systems. Event organisers will as part of the application process be asked to complete our Sustainable Event Statement SFO4. As part of the monitoring process these forms are reviewed with organisers to identify areas for improvement as well as highlighting good practice. A copy of SFO4 is attached as appendix 1

5.5 Crime & Disorder Implications:

5.5.1 The City Safety Advisory Group has an overview of all the major events that take place in Brighton & 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 this event.

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

5.6 Risk and Opportunity Management Implications:

The event will be subject to a full site-specific risk assessment which is signed off by the relevant statutory bodies; other risks are addressed in the attached SFO4 from

5.7 Corporate / Citywide Implications:

The event will take place in Preston Park - a council run open space.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 Not applicable.

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 Landlord's consent is required for the staging of all major events within Brighton & Hove on council-owned sites.

7.2 This event is a valuable addition to the events calendar.

SUPPORTING DOCUMENTATION

Appendices:

1. A plan of the proposed layout.
2. SFO4 Sustainable Events Statement – Outdoor Events

Documents In Members' Rooms

None

Background Documents

1. Event proposal from Generate Events Ltd