

OUTDOOR EVENTS **POLICY**

March 2012



Brighton & Hove
City Council

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INTRODUCTION

The Outdoor Events Policy was approved back in January 1998 and a Charging Policy specifically in relation to outdoor events was agreed in October 2005. Both policies have been reviewed to reflect the:

- Increased importance of outdoor events to the economy of the city
- Increased demand from promoters to hold outdoor events in Brighton and Hove
- Increasingly difficult balance needed to maximise event benefits while minimising the challenges that are faced in holding events
- Council being the first local authority to achieve the British Standard BS8901 for Sustainable Events Management.



Burning the Clocks, 2011 – Bec Britain

PRIORITIES

Brighton & Hove City Council is working to tackle inequality and outdoor events contribute to the following Sustainable Community Strategy priorities of:

- Promoting enterprise and learning
- Reducing crime and improving safety
- Improving health and well-being

In addition, one of the key outcomes for the City Council from 2011-2015 is to ensure:

“Culture and leisure opportunities for all”

Outdoor events are therefore at the heart of what makes Brighton and Hove such a distinctive dynamic city and are enjoyed by a great many of the city’s residents and visitors.



CONTRIBUTION TO PRIORITIES

The benefits of outdoor events include:

- The creation of jobs through the contribution of outdoor events to the overall visitor economy in 2010 of £732 million and 13,000 full time equivalent jobs per year.
- Developing community cohesion through both large scale events and community events held across the city which brings local people together whether as participants or spectators.
- Promoting sport and physical activity which encourages regular participation and benefits the health and well-being of the city's residents.
- Raising the profile of the city at regional, national and international levels. Outdoor events make a major contribution to the positive reputation of Brighton & Hove as a distinctive city with a cultural and sporting offer enjoyed by residents and visitors alike.
- Providing opportunities for local and national charities to raise funds through participants being sponsored to take part in events.
- The generation of income to the council which contributes to the support of community events.



OBJECTIVES OF THE POLICY

The objectives of the policy are to:

- Ensure effective planning and management of events
- Maximise safety for those working and attending events
- Ensure the promotion of Licensing Objectives
- Ensure that the sustainability of events is improved by protecting and enhancing the environment, meeting social needs and promoting economic success
- Provide a framework for the application process to seek approval for outdoor events
- Ensure pre-event consultation takes place
- Maximise the opportunity for increased spending that makes a positive contribution to the local economy
- Minimise the inevitable disruption particularly of major events to the residents and businesses of the city
- Ensure compliance with the animal welfare policy
- Set out a scale of charges for events
- Ensure the recognition of areas as outdoor event spaces
- Develop the existing strong events programme with events throughout the year to maximise the impact of events to the city's economy.



KEY ISSUES FOR CONSIDERATION

Criteria for agreement to an event

The following criteria should be used to determine whether approval will be given to a specific event. These criteria will be considered alongside the application process to ensure compliance with the objectives of the Outdoor Events Policy and the requirements for holding an event.

- Public safety and security issues
- The ability of the event organiser to manage the financial requirements of the event
- The ability of the organisers to effectively plan, manage and control the event
- Impact upon the environment and damage limitation
- Impact of the event on regular users of public spaces, stakeholders and local residents
- Timing of the event
- Size of location, numbers attending or numbers estimated to attend
- Impact on transport and traffic infrastructure to support the event e.g. parking, increased use of public transport and road closures.
- Type of event
- The creation of opportunities for local participation
- The ability to demonstrate commitment to Brighton & Hove City Council's equal opportunities statement
- Legal constraints
- Compliance with conditions specific to the event location
- Compliance with statutory requirements as required by the council as the Highways or Environmental Health and Licensing Authority e.g. noise disturbance and food hygiene
- Compliance with the council's animal welfare charter
- Impact on traffic and transport infrastructure for those not participating in the event.

EVENT CLASSIFICATION

When event applications are made to the council, the event will be classified using one or more of the following event types:

Small, Medium or Large events (determined by the expected 'audience capacity'. The maximum number of people expected at the event at one time).

Commercial
Charity
Community
Motorised Rallies

The classification will be decided using officer discretion and may affect any of the following:

- Whether an application is accepted
- The level of application and hire fees charged
- The length of time needed for an application to be considered
- The nature and duration of the consultation to be undertaken

Small Events (audience capacity under 500)

Event applications must be submitted a minimum of 6 weeks before event set up on site begins. Where an event is considered to have significant impact on an area, site or residents, or requires a considerable emergency services operation, it may be considered a large event regardless of estimated audience size.

Medium Events (audience capacity over 500 but under 3000)

Event applications must be submitted a minimum of 3 months before event set up on site begins. Where an event is considered to have significant impact on an area, site or residents, or requires a considerable emergency services operation, it may be considered a large event regardless of estimated audience size.

Large Events (audience capacity of 3000 or more)

Event applications must be submitted a minimum of 6 months before event set up on site begins. The 6 month timescale relates to comprehensive applications that are detailed and well advanced in the planning stages for an event. If further development of the proposal is necessary a timescale of greater than 6 months is likely to be required.

If the timescale for event planning is not met, Landlords' consent may be withdrawn.

Community

Community events are defined as any event organised by not for profit, community or voluntary groups that directly benefit the residents and visitors of the city, and do not provide significant advertising or other commercial benefit to a profit-making business or organisation.

Charity

These are events which are organised by registered national charities and are predominantly fund raising events for the benefit of the charity.

Commercial

These events constitute any activity that does not fall into any of the other above categories including:

- Events which provide a commercial benefit to a profit making business or operation
- Product Launches
- Corporate events
- Marketing and promotional activities for profit making organisations

Motorised Rallies

This category primarily relates to the various motorised rallies that end on Madeira Drive and are organised by the owners club for the particular vehicle.



CONSULTATION

The level of consultation will be dependent upon the scale and location of the event with reference to the impact on its surroundings. The consultation process may include consultation with:

- Initial consultation by the organiser with the Outdoor Events Team to ensure it fits within the Outdoor Events Policy
- Internal sections of the council
- Emergency services
- Transport providers
- Local ward councillors
- External partners specific to an event location
- Communities of interest specific to the event.



APPROVAL PROCESS BY THE COUNCIL AS LANDLORD

All events will require consent from the council in the capacity as landlord for the area the event is being held. This can be provided by:

- Cabinet Member will approve the annual calendar of events in December / January commencing the following April.
- Delegated powers are granted to the Strategic Director in consultation with the Cabinet Member to make any changes to the Outdoor Events Programme which are received after the approval of the annual calendar.
- If the Strategic Director considers a new event is a large event or has corporate budgetary or policy implications the matter shall be referred to Cabinet.

This will change in line with the council moving from a cabinet system to a committee structure.

Safety Advisory Group

The Safety Advisory Group has specific terms of reference but any event may be referred to the Group if significant safety issues are identified. The purpose of the group is *"to 'take an overview' of all events taking place in the city, paying particular attention to days where a series of events are scheduled, to ensure the joint impact on the city infrastructure is understood, and those involved in the event have the capacity and capability to deliver a safe event as defined in the relevant guides"*.

The remit of the Group is therefore to advise on whether an event should proceed on safety and not any other grounds. Landlords' consent may be withdrawn upon advice by SAG on safety grounds only.

The core members of the group are:

Brighton & Hove City Council – Environmental Health (Health & Safety)
Environmental Health (Licensing)
Building Control
Highways
Events Planning

Sussex Police
British Transport Police
East Sussex Fire & Rescue Service
South East Coast Ambulance Service
Health & Safety Executive

FEES AND CHARGES

An annual scale of charges is set by the council in relation to outdoor events and this is set out in Appendix 2. The hire fee will be dependent on the category of the event as per above and will be required to be paid before the event.

Community Discounts

The scale is set appropriate to events within the Outdoor Events Policy. For community events which demonstrate significant benefit to local people and communities, while also minimising the negative impact of the event on the same, a discretionary discount of up to 100% may be applied to the hire fee only.

Application Fee

An application fee will be payable dependent on the category of the event.

Re-instatement Deposit

A refundable deposit may be required to be lodged with the council where there is a potential risk of damage to the physical environment from the event. The deposit will be required at the time the hire fee is due and will be used to fund any repairs or damage caused by the event. The reinstatement deposit for commercial events will be £5000 and for other events £500.

Licensing Fees

Under the Licensing Act 2003, if your audience is 499 or more you will need a premises licence to stage an event that includes regulated entertainment, sale of alcohol or late night entertainment. For further information on licence fees please contact Environmental Health & Licensing.

The council pays for an annual licence for events staged in the main event spaces in the city and event organisers will be required to meet the requirements of the licence for events at these areas. If the activity is for less than 500 people a Temporary Event Notice (TEN) may be used.

Waste Management

Events organisers are required to have a Waste Management Plan to minimise waste, promote recycling and where unavoidable, disposal of waste.

Normal service levels are provided by the city council for the cleaning of public areas. If the event organisers' arrangements are not sufficient and result in an increased service level being provided the costs will be charged to the event organiser.

Highways – Road Closure and Signage Costs

Where road closures are required to comply with Highway Regulation and Enforcement, a fee will be made to the event organiser for these formal road closures. In addition, officer time to manage the road closure for a weekend event will also be charged.

Parking – Loss of income in Car Parks and Parking Bay Suspensions

Where the event organiser requires parking bay suspensions to be put in place on event, a fee may be charged to the event organiser. In addition, if a car park is closed or partially accessible on an event day due to an event a percentage loss of income (relative to normal usage) may also be required from the organiser.

Monitoring of events

The outdoor events team will monitor the large events to ensure compliance with the policy and the location hire agreement. The costs of these visits are not recharged. However, where the council is required to provide staffing, equipment or other resources to the event, the costs for such resources may be charged to the event organiser.

SUSTAINABLE EVENTS

The council was the first local authority in the country to achieve the British Standard BS8901 for Sustainable Events Management and the requirements of the standard are integral to this policy on outdoor events. Only by working in partnership with event promoters will it be possible to improve the sustainability of events by protecting and enhancing the environment, meeting social needs and promoting economic success.

A Sustainable Events Statement will be required to be completed for each outdoor event and submitted with the application form. The statement will be reviewed as part of the council's Sustainability Management System (ISO 14001 / BS 8901) in order that there can be continuous improvement in:

- Compliance with environmental and licensing legislation
- Environmental benefits e.g. waste and energy reduction
- Financial benefits e.g. reduced energy consumption
- An awareness of sustainability issues



GENERAL REGULATIONS

The following general regulations will apply in relation to the scale and nature of an event:

Hours of Operation

This will include both the duration of the event itself and the rigging and de-rigging of the event site. The requirements will be specific to event locations. The terminal hour is determined by open spaces premises licences.

Noise Levels

Permissible noise levels will be dependent on specific locations and their individual requirements. A Noise Management Plan may be required to mitigate any potential noise disturbance. Reference should be made to the Noise Council's Code of Practice for Environmental Noise Control at Concerts.

Health & Safety

The enforcing authority for health and safety for most outdoor events would be the Brighton & Hove City Council, Environmental Health, Health and Safety Service. The team reviews the event management plans and risk assessments of all potentially high risk and or high impact events. The team works with event organisers and other agencies to ensure events are run safely.

Food Safety

Where the event involves the provision of food or has food franchises all traders should be adequately vetted to the satisfaction of Regulatory Services before being permitted to trade. If so required by an officer of Regulatory Services any food trader presenting a significant food safety risk should be instructed by the Licensee to cease trading. Sufficient time should be allowed for home authority checks of food business operations outside Brighton and Hove.

Transport Management

Transport management is a major concern for large events. Event organisers must liaise with the city council's highways and parking teams and act on any appropriate guidance. Robust Transport Management and Traffic Management Plans should be drawn up as part of the event planning process. Event organisers in Madeira Drive will be encouraged to

ensure that vehicles leave at the end of the rally after the peak traffic flows of the city.

Vehicle Parking

Approval must be obtained for on site vehicle parking in relation to an event whether for the event organisers, participants or spectators.

Animal Welfare Charter

All events including animals must comply with the council's Animal Welfare Charter.

The appropriate numbers and types of toilets are essential for the anticipated number of people attending the event.



EVENT MANAGEMENT

Event organisers will need to produce a comprehensive Event Management Plan which will be subject to the approval of the Outdoor Events Team and the multi-agency event liaison officers for the event. The plan will include but not be limited to:

- Access Provision
- Cancellation procedure including adverse weather conditions
- Child and vulnerable adult protection statement
- Complaints procedure
- Concessions and caterers
- Crowd management plan
- Emergency control plan
- Entertainments
- Environmental impact assessment
- Equal opportunity statement
- Event communication plan including named contacts
- Fire safety and evacuation plans
- First aid / medical plan
- Food safety plan
- Infrastructure
- Licensing requirements
- Lost children and property procedures
- Marketing plan
- Noise Management Plan
- Public liability insurance
- Risk assessments
- Sanitary provision
- Security and stewarding provision
- Site plans
- Statement of Intent
- Sustainability
- Production and event timetable
- Traffic Management Plan
- Transport Management Plan

- Waste Management Plan

Events will be required to comply with the guidance provided by the Health & Safety Executive guide HSG 195 The Event Safety Guide (second edition): A guide to health, safety and welfare at music and similar events available from www.hse.gov.uk.

Professional firework displays must comply with Health & Safety Executive Guide HSG 123.



www.steveglashier.com

LICENSING AND PERMISSIONS

Event organisers must ensure that all required permissions and licenses are acquired in an appropriate and timely manner including but not necessarily limited to:

- Consent to use council land
- Performing Rights Society (PRS)
- Phonographic Performance Limited (PPL)
- Temporary events notice (TEN) or time limited premises licenses may be required by event organisers.

The council holds licenses for outdoor events in the main parks and open spaces across the city. The council held licences should normally be used to facilitate events in order that there is a consistent approach to events for these spaces.



LEGISLATION, REGULATIONS AND GUIDANCE

All events must conform, wherever applicable, to relevant legislation, including but not limited to:

- Health & Safety at Work Act 1974
- Health & Safety (First Aid) Regulations 1981
- Data Protection Act 1994 and 1998
- Equality Act 2010
- The Management of Health & Safety at Work Regulations 1999
- RIDDOR 1995
- Town and Country Planning Act 1947 and 1990
- Licensing Act 2003
- The Children's Act 1989
- Fire Regulatory Reform (Fire Safety) Order 2005
- Firework Regulations 2004
- Safety at Sports Ground Act 1975
- Private Security Industry Act 2001
- Environmental Protection Act 1990
- Noise Act 1996
- Brighton & Hove City Council Byelaws

ON-GOING MONITORING OF POLICY

Outdoor Events are unique and therefore the challenges posed by each event are different. Therefore, as events evolve and develop it will be necessary for the Outdoor Events Policy to evolve and develop accordingly. All the partner agencies recognise the importance of outdoor events to the city and work together to provide a programme of safe and well managed events for the benefit of residents and visitors.

CONTACT DETAILS

Outdoor Events Team

Events Office
Brighton Centre
Kings Road
Brighton BN1 2GR

Tel: (01273) 292711 / 293001
Email: eventsinfo@brighton-hove.gov

Environmental Health & Licensing

Bartholomew Square
Brighton BN1 1PF

Tel: (01273) 294429
Email: ehl.safety@brighton-hove.gov.uk

Highways

Portslade Neighbourhood Office
Victoria Road
Portslade BN41 1YF

Tel: (01273) 293366
Email: highwayevents@brighton-hove.gov.uk

Policy

Ian Shurrock, Commissioner for Sport & Leisure
Kings House
Grand Avenue
Hove BN3 2LS

Tel: (01273) 293084
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