

# ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

## Agenda Item 56

Brighton & Hove City  
Council

Subject: Events in Parks and Open Spaces 2013  
Date of Meeting: 10<sup>th</sup> January 2013  
Report of:  
Contact Officers: Name: Ian Taylor Tel: 292711  
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Key Decision: No Forward Plan No. n/a  
Wards Affected: All

FOR GENERAL RELEASE

### 1 SUMMARY AND POLICY CONTEXT:

- 1.1 To gain landlord's consent for events in parks and open spaces in 2013.

### 2. RECOMMENDATIONS: That the Committee:-

- 2.1 To (a) note that the proposal for Stanmer Park to be used on September 28<sup>th</sup> and 29<sup>th</sup> as the venue for Shakedown Music Festival and Pop Day are under review and (b) to delegate to the Interim Lead, Cultural Services in consultation with the Chair and the two opposition Spokespersons finalisation of any agreement relating to that event.
- 2.2 Save as indicated in 2.1 to approve the events listed in Appendix One to the report.
- 2.3 Save as indicated in 2.1 to authorise officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.4 Save as indicated in 2.1 to authorise the Interim Lead, Cultural Services, after consultation with the Chair of Committee, to make any alterations to the events programme as necessary and to approve new applications in accordance with the Outdoor Events Policy.

### 3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Many of the events listed in Appendix One 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 over use of these areas. The attached list shows the range of spaces and sites where proposed events are to take place. Several new or altered event applications for 2013 have been received and a summary of these are below:

- 3.2 **Passion Play, Friday 29 – Sunday 31 March, St Peter’s Church Gardens**  
2013 will be the third staging of the Passion Play in Brighton & Hove. Previously located on the seafront, at the Old Padding Pool and Black Rock Sites, the organisers have requested the use of the gardens to both the north and south of St Peter’s Church as the back drop compliments the event. The church is fully supportive of the proposal and both sites have successfully hosted events for Brighton Festival in the past.
- 3.3 **Funfair in Preston Park, Thursday 2 – Saturday 11 May, Preston Park**  
This will be the 40th year of the traditional May Fair in Brighton. It is anticipated that the usual site at The Level will be undergoing major refurbishment, and with therefore not be available. The Fair will occupy the western half of the park, adjacent to London Road; a site successfully used before for similar events.
- 3.4 **Spiegel tent, Old Steine, Friday 3 May – Sunday 2 June**  
Spiegel tent International in conjunction with Brighton Fringe and Festival wish to return to the city. Spiegel tents are hand-hewn pavilions used as traveling dance halls. Also included inside is a Spiegel garden (bar) and small concessions. There are only a hand-full of these unique and legendary ‘tents of mirrors’ left in the world today. Built of wood, mirrors, canvas, leaded glass and detailed in velvet and brocade, each has its own personality and style. To be sited on the south side of the Old Steine, seating approximately 350 the show will be a combination of Le Clique, cabaret artists, musicians and circus burlesque performers.
- 3.5 **Moulsecoomb Family Fun Day (MFFD), Saturday 11 – Sunday 12 May, Wild Park**  
MFFD celebrates its 30th anniversary in 2013. Created and run by local residents this is Brighton Festival’s longest running community event. The organisers have asked to extend the event over 2 days to celebrate the anniversary.
- 3.6 **Brighton Sevens, Saturday 8 – Sunday 9 June, Waterhall**  
Brighton Sevens Sporting Event seeks to build on a number of successful sporting events that have previously taken place at Waterhall. The event is all inclusive, open to all ages and families and will include screened sports demonstrations by professional sports men and women, group games and knockout competitions leading to finals and presentations focussed around rugby and netball. The Sunday

event will focus on younger players (U18) with masterclasses and competitions throughout the day culminating in a ceremony. During the Saturday there will be screen footage and recorded music played to support the activities up to 11pm and on the Sunday up to 9pm. It is estimated that 2,000 people will attend, which is a slightly larger audience than previously held events, offering sporting activity at the same location. The event will be delivered by Brighton Rugby Club and Set Piece Events Ltd.

### 3.7 Big Screen, Wednesday 31 July – Monday 26 August, Seafront

The Big Screen first took place in 2012, located between the piers, it showed a mix of live Olympic coverage and popular family orientated films. Despite being planned late the event was a huge success, attracting tens of thousands of visitors. The Old Padding Pool site used in 2012 will not be available due to the commencement of the build of the i360. The new site chosen by the organisers is to the east of Brighton Pier, adjacent to the Big Wheel. The site layout will remain the same with a fenced and controlled entrance to the screen area. The event will also remain free to attendees, with the same catering provisions on offer; a fully licensed bar and small food outlets. The programme will be a mixture of sporting events including the World Athletics Championships, Formula One and men's and women's cricket (currently under negotiation) and family films. The PR and financial impact report for the 2012 event is attached as a supporting document for further reading.

### 3.8 Pride, Saturday 3 August, Preston Park

Having moved to September in 2012 due to the London 2012 Games Pride is requesting a return to the traditional date within the Brighton & Hove events calendar. The event has been successfully fenced and ticketed for the last two years, with a capacity of 35,000 people. This model will be retained for 2013. The Pride Parade will retain the same route, timings and format as in previous years. There is a change for next year in the organisation leading the event; Pride Brighton Community Interest Company which is being formed for the purpose. However, the component parts of the event are to be delivered by many of the same partner organisations.

### 3.9 Shakedown, Saturday 28 – Sunday 29 September, Stanmer Park

A request has been received from Shakedown for a two day event in Stanmer Park for 2013. Shakedown has taken place in Stanmer Park for the last two years with just under 17,000 people attending in 2012. Shakedown is regarded by the key agencies – Police, Fire, Medical and licensing as being a safe and successful event. Shakedown has attracted some negative reaction, post event, due to the condition of the park. The organisers continue to work with City Parks and their own contractors to reinstate the park to its pre event condition as soon as possible, bearing the cost of this reinstatement. 2012 was an extraordinary wet year with parks and open spaces across the country experiencing similar experiences.

The key change for 2013 is that the organisers have requested to extend the event into the Sunday. This is to make the event more financially viable and to off set the cost of the infrastructure necessary to make the event safe and secure.

At this stage, there are a number of key consultations that have yet to take place in terms of the request to stage this event and it is not possible to make a complete recommendation for landowner's consent. Delegated authority is requested as per recommendation 2.1 in order to deal with this request following pending negotiations and consultations.

A full environmental, economic and cultural assessment is provided in the supporting documents for further reading in the Members' room.

- 3.10 Events staged in the city raise the national and regional profile of Brighton and Hove as a location for events and as a destination for visitors to support the £718 million visitor economy reported in 2010. The direct economic impact of events staged in the city is largely through hotel; restaurant, event, and retail spend. Economic impact studies have been undertaken by the Marathon organisers and the Veteran Car Run, these events generated 3 million and 1.1 million respectfully.

#### **4. CONSULTATION:**

- 4.1 Initial consultation has taken 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 and Highways. Detailed consultation will take place as the events are developed between the respective event organiser and our partner agencies.
- 4.2 Comments have been received from both partner agencies and ward councillors. Further consultation will take place when event planning and liaison gets underway.

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

- 5.1 Financial Implications:
- 5.1.1 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.

- 5.1.2 The income generated from fees charged for commercial events 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 or free of charge. The target income for outdoor events in 2013/14 is £217k.

Finance Officer Consulted: Michelle Herrington Date: 11<sup>th</sup> Dec 2012

## 5.2 Legal Implications:

- 5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space in its area for up to 28 days a year in order to facilitate the staging of major outdoor events. Some events may need planning permission, depending on whether permitted development rights are available (use of up to 28 days in any one year under the terms of Part IV Class B of Town & Country Planning (General Permitted Development) Order 1995)) and the nature of the proposals.

- 5.2.2 The proposals in this report are 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 and consultation is suggested to ensure that this balancing exercise is properly carried out.

Lawyer Consulted: Elizabeth Culbert Date: 11<sup>th</sup> December 2012

## 5.3 Equalities Implications:

- 5.3 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.

## 5.4 Sustainability Implications:

- 5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 5.4.2 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. For this reason, there is significant potential to publicly demonstrate how outdoor events contribute to Brighton & Hove becoming a more sustainable city.

Through the Sustainable Events Programme, events 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.

- 5.4.3 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. Earlier this year, the standard was superseded by the new 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. The Sustainable Events Programme contributes to the Culture and Community Principle of the One Planet Sustainability Action Plan.

Sustainability Officer Consulted: Shelaine Siepel Date: 13/11/12

## 5.5 Crime & Disorder Implications:

- 5.51 The City Safety Advisory Group has an overview of all the 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 Event specific Safety Advisory Groups can be 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 the emergency services was agreed in 2004 and will continue to be used in 2013.

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

## 5.6 Risk and Opportunity Management Implications:

- 5.6.1 All events will be subject to full site specific, suitable and sufficient risk assessments.

## 5.7 Corporate / Citywide Implications:

- 5.7.1 The events programme uses public open spaces throughout the city.

## **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 outdoor events in Brighton & Hove.
- 7.2 Events continue to form an increasingly significant part of the council's overall tourism strategy as well as bringing significant economic benefits to the city. People experience civic pride and satisfaction when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city and enhance the reputation and identity of the area, as well as bringing significant economic benefits.

### **SUPPORTING DOCUMENTATION**

Appendices:

1. List of proposed outdoor events in parks and open spaces for 2013.

Documents in Members' Rooms

Social and economic impact analysis from Shakedown

Review of Big Beach Screen 2012

Background Documents

