

Subject:	Snow Wonder Winter Attraction 2018		
Date of Meeting:	21 June 2018		
Report of:	Executive Director Environment, Economy & Culture		
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Ward(s) affected:	St Peter's and North Laine		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 A proposal has been received to launch a new winter themed attraction entitled "Snow Wonder" which would be open to the public throughout December 2018 and located on The Level. This report is requesting the Committee to grant landlord's consent and authorise officers to enter into a formal agreement with the event organiser including ground reinstatement requirements.

2. RECOMMENDATIONS:

- 2.1 That the Committee grants landlord's consent for the Snow Wonder Winter Attraction 2018.
- 2.2 That the Committee authorises officers to enter into a formal agreement with the event organiser to determine conditions, fees and levels of support as appropriate.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 The Snow Wonder attraction has been proposed by the producers of Hyde Park's Winter Wonderland's Magical Ice Kingdom and Ice Bar. The proposal is attached in appendix 1 with details of the experience of the production team and the range of attractions which include:

- Ice/Snow Bar
- Tubing Slide
- Mini Air Bag Jump
- Grotto and Snowman Making
- Snowball Targets, Snowball Tennis & Igloo making
- Snowball Tennis
- Arctic Lodge Bar and Food Area
- Christmas Dining Experiences

- 3.2 The scale of the attraction is such that while the proposed operating time is from 1st December 2018 until 1st January 2019, a two week set up and a two week breakdown period will also be required.
- 3.3 The experience of the production team working in Hyde Park will be required to ensure that the impact of the event on ground conditions will be kept to a minimum. Clearly holding the event over the winter period will inevitably lead to some impact on the ground conditions, however, a significant reinstatement deposit will be required from the event organiser to ensure the appropriate repair of any damage.
- 3.4 This the first time that an event of this scale has been proposed over the Christmas period. The events programme has been developed in order to increase the benefit of events outside the peak summer season and this attraction would be a significant addition. An event of this scale has the potential to draw visitors to the city over the winter period as well as being enjoyed by residents. A commercial fee will be negotiated for the event.
- 3.5 The organiser has indicated that local staff, food and drink suppliers will be utilised for the attraction. As a consequence the organiser has estimated that between 70-100 jobs would be created throughout the event period.
- 3.6 The opportunity will be taken in conjunction with the Royal Pavilion & Museums to explore joint promotional initiatives to the mutual benefit of the various winter attractions in the city. During the same time period the Royal Pavilion Christmas including ice rink will also be available, and an enhanced winter offer has the potential to draw more residents and visitors to the city centre.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 Consideration has been given to a range of options for the location of this event. However, other potential locations such as on the Seafront are not considered suitable due to the potential strong wind conditions for such structures, whereas in other parks playing pitches are in use over the winter period.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Consultation will take 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 would also follow as the event is developed between the respective event organiser and our partner agencies.

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 an increasingly significant part of the council's overall tourism strategy. As well as bringing substantial economic benefits to the city, people experience civic pride when major recreational, sporting and

entertainment events take place in their locality. These help to bring regional and national recognition to the city as well as bringing significant economic benefits.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 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 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 under delegated authority as per the recommendations of this report.
- 7.2 The income generated from fees charged for commercial events in parks and open spaces contributes to the costs of the Outdoor Events Team within the Culture, Tourism & Sport division and supports existing budgets within the service for charitable and community events and free public entertainments across the city.

Finance Officer Consulted: Gemma Jackson

Date: 22/05/18

Legal Implications:

- 7.3 The council's Outdoor Events Policy should be adhered to in relation to the attraction.
- 7.4 All appropriate consents will need to be obtained, including a Premises Licence under the Licensing Act 2003. It is, however, unlikely that planning permission will be required in view of the attraction's transient nature.

Lawyer Consulted: Hilary Woodward

Date: 24/5/18

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.

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 Policy.
- 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. Through the Sustainable Events Programme, event

organisers are supported to improve sustainability at their events, focusing on the areas with the highest potential impact

- 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 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.

Any Other Significant Implications:

- 7.9 The City 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.
- 7.10 Sussex Police are involved in the consultation and planning of all major events.

SUPPORTING DOCUMENTATION

Appendices:

1. Event proposal

Documents in Members' Rooms

1. None

Background Documents

1. None