

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 94

Brighton & Hove City Council

Subject:	Natural History Museum, Wild Earth Outdoor Photographic Exhibition 2010		
Date of Meeting:	Tuesday 5 th May 2009		
Report of:	Director of Culture & Enterprise		
Contact Officer:	Ian Taylor	Tel:	292711
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Key Decision	No		
Wards	Regency		
Affected:			

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To seek landlord's consent to host the Wild Earth Exhibition on the East Street Bastion from 12th February 2010 – 26th September 2010
- 1.2 Authorise officers to enter into a formal agreement with the event organisers and to determine conditions of support as appropriate.

2. RECOMMENDATIONS:

- 2.1 To grant landlord's consent to host the Wild Earth Exhibition on the East Street Bastion and upper promenade from 12th February 2010 – 26th September 2010. Reference can be made to Appendix 1 for the exact location on the East Street Bastion.
- 2.2 To authorise officers to enter into formal agreement with the event organisers and to determine conditions of support as appropriate.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The Natural History Museum have combined to create what will be the first ever exhibition that will show a selection of the *Wildlife Photographer of the Year* images spanning 15 years in a single exhibition.

- 3.2 The Wild Earth Exhibition will tour over a period of 5 years to city centres around the UK, Europe and the rest of the World from February 2010.
- 3.3 It is hoped that Brighton & Hove will be the first city this exhibition visits. Liverpool has been confirmed as the second destination city.
- 3.4 The Natural History Museum has chosen to bring this exhibition to Brighton & Hove due to our rich arts culture, attractive events calendar, proven track record, being a popular destination (business & leisure) and our community engagement / participation levels.
- 3.5 The theme of the exhibition will be based on images that are spectacular, dramatic, capture the moment and remind people of the beauty and inspiring nature of the world around them.
- 3.6 Each individual photographic image will be printed at large scale and displayed in a standalone unit. Each unit will be completely weather proof and designed to withstand gale force winds. An image of a suggested display unit is shown in Appendix 2 (page 2). It is estimated that 30 images will be displayed.
- 3.7 A retail unit will be located along side the exhibition and will sell a dedicated range of merchandise. The final design of the outlet has yet to be decided but the Natural History Museum will work with Brighton and Hove City Council along with the limitations of the area in question. An image of a suggested retail outlet is shown in Appendix 2 (page 2)
- 3.8 The retail outlet will be secured at night and no money will be kept on site overnight.
- 3.9 The retail outlet will have an onsite NHM manager, but the rest of the staff will be employed locally.
- 3.10 The Natural History Museum, in partnership with Brighton & Hove City Council, believes that this exhibition, with it's strong imagery and feel good factor will be a popular and successful 'tourist attraction' drawing visitors and residents into the city and to the exhibition.
- 3.11 The Natural History Museum estimate that visitor figures could potentially reach 100,000 per week in peak times.

- 3.12 The Natural History Museum will re-establish their past working relationships with the Booth Museum and forge new links and explore ways in which they can work with local schools and community groups with a view to organising group educational visits to the site.
- 3.13 The exhibition will be free for visitors
- 3.14 The exhibition is intended to inspire visitors and remind them of the compelling beauty, fragility and wonder of the natural world.

4. CONSULTATION

- 4.1 Consultation has taken place with Ward Councillors (Regency) and the Seafront Traders Association with no negative comments received.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

In hosting the Wild Earth Outdoor Photographic Exhibition, BHCC will incur costs estimated at between £10k and £15k. These predominantly relate to CCTV, storage and some element of staff time and will need to be met within existing resources or from external contributions.

It is to be noted that the costs of installation, dismantling, staffing and other running costs are to be met by the Natural History Museum.

Finance Officer Consulted; Mr Peter Francis 2nd April 2009

5.2 Legal Implications:

The proposed Exhibition is on a site which is an adopted highway. However, as the structures are going to be in place for over six months a planning application is likely to be required. The Local Planning Authority consultation procedure will take account of any highway issues which arise.

Lawyer Consulted; Carl Hearsom 10th April 2009

5.3 Planning:

It is anticipated that the planning process will take between 8-13 weeks and may be referred to Planning Committee for a final decision.

Preliminary discussions with Planning have suggested the main issues to be addressed would be;

- Impact to structure on adjacent listed structures

- Visual impacts & wider views on seafront & conservation area
- Circulation in vicinity of exhibition area
- Possible prejudicial impact on seafront activity
- Any potential noise disturbance
- Potential retail impact (albeit minor)

It is envisaged however, that these issues can be satisfactorily addressed.

Planning Manager Consulted; Steve Walker 17th April 2009

5.4 Equalities Implications:

The Wild Earth Outdoor Photographic Exhibition caters for people from all sectors of the community

5.5 Sustainability Implications:

5.5.1 All events and exhibitions are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.

5.5.2 Work is continuing to establish a set of sustainability guidelines for event organisers. These guidelines will be in place by the time this event comes to Brighton & Hove.

5.6 Crime & Disorder Implications:

5.1 Safety Advisory Groups will 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 emergency services was agreed in 2004 and will be used for these events in 2010.

5.7 Risk and Opportunity Management Implications:

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

5.8 Corporate / Citywide Implications:

Whilst the event takes place adjacent to the public highway, there are no traffic implications.

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.

7.2 The Natural History Museum, Wild Earth Outdoor Photographic Exhibition is a valuable addition to the city's rich and diverse events calendar.

SUPPORTING DOCUMENTATION

Appendices:

1. Overview of exhibition layout on East Street Bastion
2. Exhibition & Design specifications

Documents In Members' Rooms

None

Background Documents

None

