

Subject:	Events in Parks and Open Spaces 2018		
Date of Meeting:	Thursday 16th November 2017		
Report of:	Executive Director – Economy, Environment & Culture		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To seek approval from members for landlord's consent for the proposed programme of events in parks and open spaces in 2018.

2. RECOMMENDATIONS:

- 2.1 That the committee grants landlord's consent for the events listed in Appendix 1.
- 2.2 That the committee authorises the Head of Sport & Leisure to seek applications to stage "The Big Screen" and to determine the event organiser to whom consent should be granted.
- 2.3 That the committee authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.4 That the committee authorises the Executive Director Economy, Environment & Culture, after consultation with the Chair of the committee and opposition spokespersons, to make any alterations to the events programme as necessary and to approve new applications in accordance with the Outdoor Events Policy.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Many of the events listed in Appendix 1 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 Stanmer Park to hold events, however, a balanced approach is required to prevent overuse of these areas. The events in Stanmer Park will depend upon the implementation of the Stanmer Park restoration project which is due to commence on site towards the end of next year. Appendix 1 shows the range of spaces and sites where events are proposed to take place. Several new or amended event applications for 2018 have been received and a summary of these is outlined in 3.3 below.

3.2 Outdoor events play a major role in the city as a leisure destination and therefore contribute significantly to the economic impact that tourism brings to the city. The latest economic impact assessment values the contribution of tourism to the city's economy at £830m per year which supports 21,700 jobs (15,900 full time equivalents). The economic impact of events staged in the city is largely through hotel, leisure and retail spend.

3.3 **New & Amended Events**

3.3.1 **B.Right On – LGBT History Month (Friday 16th February – Saturday 3rd March. Victoria Gardens)**

This event took place for the first time in 2017. Featuring a broad range of LGBT events it was well received and attended. There were concerns over the effect on the early Spring planting on the chosen venue – New Steine Gardens – so the organisers have requested a move to Victoria Gardens to remove these concerns

3.3.2 **The Big Cheese Festival (Saturday 3rd March. Hove Lawns)**

This would be a new event for Hove Lawns. The event will feature the finest international cheese makers and mongers showcasing their amazing cheeses. Ticket holders will be able to enjoy a food court and sample a selection of hot delicacies. As well as cheese, ticket holders will be able to enjoy a range of bars serving craft beers, liquor and wine, plus entertainment throughout. Experts will be on hand to break down the art of wine and cheese pairing. It is marketed as “the ultimate event for wine and cheese lovers alike”. The festival will run between the hours of 10AM-6PM, and tickets will be priced between £17.50 and £20.00 depending on the stage of release. A commercial hire fee will be charged for the use of Hove Lawns.

3.3.3 **Big Screen - Football Fan Zone (Thursday 14th June – Sunday 15th July. Brighton Beach, Madeira Drive)**

The events office has received several proposals and expressions of interest from different organisations to stage a fan zone for the 2018 football world cup. It is therefore appropriate for the council to advertise the opportunity and seek applications for the delivery of this event through a fair and transparent process which should also provide best value for the council.

The intention is to advertise to see if the provision of a big screen for three years can be achieved, rather than solely advertise for one year in which the football world cup is taking place and could be deemed a premium year.

3.3.4 Prosecco Fest (Saturday 7th and Sunday 8th July. The Level)

The Big Prosecco Festival would be a new event at the Level, having previously taken place in commercial venues in the city. The event will include over 50 different varieties of Prosecco to taste, the finest Italian food to sample and small scale entertainment. This will be a ticket only event with prices ranging from £15 (EarlyBird) to £35 (VIP). The event will run in two controlled timed slots, an afternoon session 12pm - 5pm, and an evening session 6pm-11pm. A commercial hire fee will be charged for the use of The Level.

3.3.5 5.30 Run (Friday 20th July. New Road, City Centre, seafront)

5.30 Brighton is a 5k run/walk within the city centre at 5.30am during a business day, which promotes a healthy lifestyle through exercise and eating well. At the end of the 5k event participants will enjoy a locally sourced breakfast with fresh fruits before heading home or to work. The concept was brought from Italy to Brighton in 2017.

5.30 encourages positive emotions and aims to improve the quality of life of its participants by:

- increasing their awareness of the benefits of daily exercise and eating healthy foods;
- showing them that an earlier start of the day allows them to fit in exercise without impacting on their working day;
- allowing them to experience the city in a brand new light;

The route will take place under a rolling road closure and be New Road, North St, Ship St, Lower Promenade, East Street, Pavilion Gardens, New Road.

3.3.6 Pride

The organisers of Pride are currently developing a proposal for a second day of entertainment in Preston Park. The day is intended to be a more family friendly event featuring main stage bands. If such a proposal is received, the proposal will be reviewed and due consideration given to the consent required for a second day to take place.

3.3.7 Oktober Fest (Thursday 11th October – Saturday 13th October. The Level)

Brighton Oktoberfest have requested a return to The Level in 2018, having first visited in October 2017. Bavarian produced beers and food themed around the celebration of the reunification of Germany are accompanied by oompah bands and drinking songs, with long trestle table style seating present a very traditional Bavarian Beer Festival.

The event will be ticketed and fenced. It will run between 6pm and 11pm on Thursday and Friday and Midday to 11pm on Saturday. The capacity will be slightly reduced (to approximately 2500) from 2017 to ensure that the entire event is contained within the northern quadrant of The Level and that all pathways are kept clear.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

Not applicable

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 will also follow as the events are developed between the respective event organiser and our partner agencies.
- 5.2 As this report is being considered well in advance of next year's programme to assist organisers, it has not been possible to include consultation responses in the report. A verbal update on the consultation responses will be given at the committee meeting.

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 usually held and evidence of adequate insurance cover is required. Small and medium sized events are charged according to a fees and charges matrix which will be agreed by this committee in January 2018. Fees charged for large scale events 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.
- 7.2 The income generated from fees charged for commercial events in parks and open spaces 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 across the city.

Finance Officer Consulted: Rob Allen

Date: 01/11/17

Legal Implications:

- 7.3 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to close “parks and pleasure grounds” in its area for up to 28 days a year in order to facilitate the staging of major outdoor events. As the events are transient in nature it is unlikely that “development” involving the need for a planning application would arise but in any event permitted development rights may apply, notably under Class B Part 4 Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 allowing “the use of any land for any purpose for not more than 28 days in total in any calendar year...and the provision on the land of any moveable structure for the purposes of the permitted use”.

Should any event require road closures or certain other traffic management measures a traffic regulation order under the provisions of the Road Traffic Regulation Act 1984 or the Town Police Clauses Act 1847 would be required.

- 7.4 It is not considered that any adverse human rights implications arise from the recommendations in the report.

Lawyer Consulted Hilary Woodward Date: 23/10/17

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. The Sustainable Events Programme contributes to the Culture and Community Principle of the One Planet Sustainability Action Plan.

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 Event specific Safety Advisory Groups can be convened for all major outdoor events taking place in Brighton and Hove that have the potential to attract significantly large numbers of people.
- 7.11 Sussex Police are involved in the consultation and planning of all major events.

SUPPORTING DOCUMENTATION

Appendices:

- 1. List of proposed outdoor events in parks and open spaces for 2018.

Documents in Members' Rooms

None

Background Documents

None