

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 75

Brighton & Hove City Council

Subject:	Outdoor Events Policy		
Date of Meeting:	6th March 2012		
Report of:	Strategic Director : Communities		
Lead Cabinet Member:	Cabinet Member for Culture, Recreation & Tourism		
Contact Officer:	Name:	Ian Shurrock	Tel: 29-2084
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Key Decision:	Yes/	Forward Plan No: CRT27405	
Ward(s) affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Outdoor Events Policy was approved back in January 1998 and a Charging Policy specifically in relation to outdoor events was approved in October 2005. Both policies need to be reviewed to reflect the increased importance of outdoor events to the economy of the city, the increased demand from promoters to hold outdoor events in Brighton & Hove, and the increasingly difficult balance needed to maximise event benefits while minimising the challenges that are faced in holding events. There were over 250 approvals for outdoor events in 2011 ranging from small events on open spaces to large events such as the London to Brighton Bike Ride.
- 1.2 In addition, the council was the first local authority in the country to achieve the British Standard BS 8901 for Sustainable Events Management and the requirements of the standard need to be integrated within the Outdoor Events Policy.
- 1.3 The attractiveness of the city for outdoor events leads to a large number of events proposals which are often speculative but take up a lot of officer time to consider for approval.
- 1.4 The current economic climate has led increasingly to event organisers having funding for events reduced. Furthermore, agencies that incur costs when an event is held are also increasingly seeking to recover such costs. The viability of many outdoor events is therefore becoming a greater issue. The city has a strong reputation for partnership working to enable the benefits of outdoor events to be realised. The current economic climate makes such partnership working even more important to enable the outdoor events programme to be maintained and developed.

2. RECOMMENDATIONS:

That the Cabinet Member for Culture, Recreation and Tourism:

- 2.1 approves the Outdoor Events Policy attached in appendix 1.
- 2.2 approves the fees and charges for outdoor events for 2012/13 listed in appendix 2.

3. BACKGROUND INFORMATION

- 3.1 Outdoor events are at the heart of what makes Brighton & Hove such a distinctive dynamic city and are enjoyed by a great many of the city's residents and visitors. Outdoor events bring many benefits to the city but also present a range of challenges as highlighted below.

Benefits include:

- The creation of jobs through the contribution of outdoor events to the overall visitor economy which in 2010 was £732 million and 13,500 full time equivalent jobs. An independent economic impact study on the 2010 London to Brighton Veteran Car Run by the University of Brighton indicated a £1.1 million benefit to the city's economy. This benefit was achieved by the event attracting 66% of spectators from outside of Brighton & Hove of which 93% said they would watch again. Other examples include estimated economic impacts of £3.5 million from the Brighton Marathon and £20 million from the Brighton Festival.
- Developing a sense of community through both large scale events eg Burning the Clocks and the community events held across the city which bring 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. The Takepart Festival of Sport gives opportunities for people to try sports and then the chance to participate regularly throughout the year at local sports clubs.
- Raising the profile of the city at regional, national and international levels eg Brighton Festival. Outdoor events make a major contribution to the positive reputation of Brighton and 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 London to Brighton Bike Ride is a major fund raising event for the British Heart Foundation.
- The council receiving income from commercial events eg Ladyboys of Bangkok, which helps to support community events.

3.2 At the Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC) on 24th November 2011, Members recognised the benefits of outdoor events to the city as summarised above. In addition, the Scrutiny Committee endorsed the scope of the review of the Outdoor Events Policy to include the following challenges:

- Ensuring Safe Events

The enjoyment of outdoor events in a safe environment is of paramount importance and a multi-agency approach particularly for major events is undertaken in conjunction with the city's Safety Advisory Group. The Brighton Marathon was an event that was at least two years in the planning with a huge input from the emergency services before being approved.

- Outdoor Event Approvals

The popularity of the city leads to the number of event proposals exceeding the capacity of the city to stage such events particularly during the peak summer months.

The programme of outdoor events is approved at the Cabinet Member Meeting for Culture, Recreation and Tourism in December in respect of the following year. Due to the fluid nature of event proposals it is not possible to include all of the events in the report for that meeting. Therefore, further event proposals may be considered at later Cabinet Member Meetings or delegated powers used to approve events if appropriate. A proposal for an event may be referred to Cabinet if it is a large scale event being considered for inclusion in the programme for the first time. For example, the Shakedown Festival last year.

- Outdoor Event Venues

The council has licensed a range of parks and open spaces including the Old Steine, Seafront and Madeira Drive to hold events. These spaces are clearly identified as event spaces which is recognised as good practice to encourage community events. A balanced approach is required to prevent over use of these areas.

- Developing New Events

A regular calendar of outdoor events has developed over a considerable period of time which is the envy of many larger cities. However, the calendar should not be viewed as providing exclusivity for regular events at the expense of new proposals. For example, there are a series of running events held in the city and a balance is required to ensure the viability of existing events with new proposals.

There is a strong desire from event organisers for events to take place in the peak summer months. There is a challenge for the calendar of outdoor events to be spread even further throughout the year thus maximising the economic impact to the city.

- Impact On Transport

Brighton & Hove is a relatively compact city with particular transport challenges. The need for large outdoor events to have suitable traffic management plans is important to minimise the disruption to the city. Such events include the Children's Parade and the London to Brighton Bike Ride which all require significant road closures. Road closures and/or significant increases in pedestrian and vehicle traffic must be properly co-ordinated and inevitably cause disruption for local residents, businesses and local transport services sometimes for as much as an entire day. Parking and transport needs can include not only the participants and the spectators of the events themselves but also the parking requirements of the organisers eg use of the Level for parking for events organised in New Road.

- Sustainable Events

Obtaining the British Standard for Sustainable Events Management (BS 8901) in respect of outdoor events was a significant achievement by the council. However, 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. To ensure that continuous improvement takes place it is proposed that an Environmental Management System is developed via a partnership approach across council services with the following key benefits:

- Compliance with environmental and licensing legislation
- Environmental benefits eg waste and energy reduction
- Financial benefits eg reduced energy consumption
- Positive publicity and a new marketing tool for the council

- Motorised Events

The city has a rich history in the staging of motorised events including the internationally famous Veteran Car Run and the Speed Trials which was first held on Madeira Drive over a century ago. There is a challenge to ensure that the huge benefits of such events are maintained while every effort is made to ensure that negative environmental impacts are minimised.

- Damage to Infrastructure

Outdoor events do inevitably have an impact on grassed areas. A balance needs to be achieved between the use for events and maintenance of such open spaces, particularly where such areas have alternative uses for formal sport eg football pitches or casual recreation eg Hove Lawns. Access to

event areas also needs to be considered – for example, large lorries may increase wear and tear/damage access routes to the event location.

- Residents Access

Access to an event area is often restricted to residents during an event including the set up and take down times. For example, Hove Lawns during Paddle around the Pier. The inconvenience to residents who do not wish to attend the event can often be mitigated by good communication of when the event is taking place and the impact on access.

- In addition, the infrastructure required to hold an event and spectator parking can impact upon the normal means of access for members of the public either on foot or cycling. Such parking particularly in public spaces such as parks must be managed effectively to meet health and safety requirements. A consistent approach to whether such parking is appropriate needs to be established eg Hove Park. Again a balance needs to be achieved so that the impact is minimised and the success of the event not compromised.

- Consultation / Publicity of Events

To ensure planning of events appropriate consultation needs to take place with key stakeholders including ward members. Furthermore, the publicity for events should be aimed at minimising disruption caused by events eg promotion of public transport options.

- Animal Welfare

The council has an existing policy in relation to performing animals and circuses: Where it is lawful to do so, the Council will not allow on land it owns circuses and other similar entertainment where caged and or performing animals are used. With exemptions as follows:

- Performances involving equestrian acts using only horses and ponies (animal welfare officers and a council appointed vet check equine welfare)
- Greyhound racing behind an artificial lure
- Horse racing
- Cat or dog breed shows
- Dog agility events
- The showing of birds, rabbits or other domestic animals

Again the tradition of the outdoor events programme needs to be recognised with Zippo's Circus regularly using Hove no1 Lawn for many years.

- Event Charges

A rationale for fees and charges for outdoor events is a particular challenge due to the diverse nature and scale of events. In effect each event is unique. A balance is again required that still attracts events to the city but generates

income that is proportionate to the event that is being staged. Outdoor events often have significant costs to stage eg stewards, fencing etc and charges imposed are critical to the viability of an event. Some events do generate a surplus from which a commercial return can be gained. However, this has to be balanced with those community events that require support to take place. Events are charged according to the following categories:

- Commercial
- Charity (National)
- Motorised Rallies
- Community

The proposed fees and charges for Outdoor Events for 2012/13 are attached in appendix 2. The introduction of an application fee is proposed (except for community events) in order to assist with covering administrative costs, deter speculative enquiries for event proposals that can waste officer time, and formalise when an application has been accepted to give clarity for the lead in time to an event.

Higher than inflation increases in charges for commercial and motorised rallies are proposed. This is to reflect a comparison for commercial events with other cities as below. Also, to reflect that motor rallies as vehicle events do have in general a greater negative environmental impact than community events.

Charges for events in Parks and Open Spaces are being set for the first time to give greater clarity and the charges proposed are in relation to the size of the event.

The charges proposed are significantly lower than for Madeira Drive as the latter has a greater events infrastructure already in place. Also, when an event takes place on Madeira Drive it results in closure of the road irrespective of the scale of the event. The number of events held on Madeira Drive is restricted to 28 days under the East Sussex Act. However, there is strong demand for events to be held on Madeira Drive and therefore this demand is also reflected in the higher charge.

Comparisons with other cities are difficult with regard to charges made due the unique nature of outdoor event spaces and events themselves. However, in Southwark an application fee of £110 is charged for all events and a basic commercial hire fee charged from £1180 to £19,000 depending on the size of the event. Community events receive an automatic 50% discount with a discretionary discount of up to 100% applied.

Westminster City Council charge from £50 to £375 for administration costs that take up to half a day to complete. Events which require more than 5 hours of planning are charged at £100 per hour. In addition, a basic rental fee is charged which varies according to event location and time of year except for prime locations. Prime locations such as Leicester Square are charged a flat fee of £6000 for a relatively small event space. In parks charges start at £200 for winter community events and increase up to £3000 for commercial summer events.

In addition, the following factors are also issues in relation to the cost of staging an event which are reflected in the policy.

- Re-instatement deposits
- Licensing Fees and the use of sites licensed by the council for events
- Highways – Road Closure and Signage Costs
- Parking – loss of income on Madeira Drive and Parking Bay suspensions
- Cleansing costs

- Notice For Events

In order for the emergency services via the Safety Advisory Group to consider a large event proposal a minimum six month lead in time is required. This is following the council giving landlord's consent to the use of a site. Some event organisers for large scale events do not appreciate the necessity for sufficient notice for their event.

- Highways, Environmental Health & Licensing

While the council has responsibilities as the “landlord” of outdoor event areas, it is very important to recognise that the council has a range of statutory duties as the Highways and Licensing Authority. This will include requirements for the correct notice period, licences, signage and staffing. In addition, outdoor events inevitably create noise which is monitored by Environmental Health seeking a balance between necessary protection for residents and a successful events calendar. Food hygiene is also monitored by Environmental Health.

- 3.2 Each outdoor event is unique which is why they create such an interest and excitement in the city. A policy that is all encompassing is very difficult to achieve given the wide range of challenges. However, consultation showed that stakeholders are very aware of the importance of outdoor events to the city and expressed a desire to meet the challenges presented for the benefit of the city as a whole.

4. COMMUNITY ENGAGEMENT AND CONSULTATION

- 4.1 As well as consultation with Members at CTEOSC, there has also been internal officer consultation with colleagues in Highways, Environmental Health, Parking, Cityparks, Cityclean, Culture
- 4.2 External consultation has taken place with representatives of the Safety Advisory Group including Police, Fire & Rescue, Brighton & Hove NHS Trust and Brighton & Hove Buses.

4.3 A survey was also undertaken with members of VisitBrighton to access the views of the tourism business community on the impact and value of outdoor events. In total 42 responses were received and a summary of the key findings is as follows:

- All the respondents felt that outdoor events are positive to the city
- The 3 events felt to bring the most positive benefits to the city are Pride, Marathon and the Brighton Festival. With 16 other events also included in the respondents 'top 3'.
- Respondents did not clearly identify 3 events that bring the least benefit to the city. However, it was felt that in general the vehicle rallies on Madeira Drive did not have a positive impact on attracting staying visitors.
- There was support for both the existing events spaces (ie Madeira Drive, Preston Park etc) as well as a desire to see events spread across the city.
- Respondents mostly indicated a desire to see more events outside of the peak summer season.
- There was not clear support for the city to try and attract any particular types of new event.
- The feedback from visitors on outdoor events was mostly very positive with many visitors coming to the city particularly for an event.
- Respondents were asked to identify a single improvement to enhance the visitor experience for outdoor events. Improved parking and better information on events for visitors were the two main issues indicated.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

5.1 It is estimated that based on confirmed events to date, the proposed fees and charges included in the Outdoor Events Policy will generate income of approximately £160k in 2012/13. This income is used to fund the costs of the Outdoor Events Team, which includes salary related costs of £105k plus other event costs as appropriate, and enables the team to support community events. Income levels achieved vary from year to year depending on the events hosted. The Policy includes the requirement for a reinstatement deposit where applicable as well as adequate public liability insurance

Finance Officer Consulted: Michelle Herrington

Date: 22/02/12

Legal Implications:

- 5.2 The Outdoor Events Policy proposed is considered to reasonable. In particular the proposed fees referred to therein are proportionate, having regard to the nature of events referred to.

Lawyer Consulted: Bob Bruce

Date: 22/02/12

Equalities Implications:

- 5.3 Outdoor events play an important role in the reputation of Brighton & Hove as a city that is renowned for embracing equalities and diversity.

Sustainability Implications:

- 5.4 The sustainability implications are embedded within the Environmental Management System being developed for outdoor events.

Crime & Disorder Implications:

- 5.5 Positive involvement in community events could be viewed as a means of discouraging anti-social behaviour.

Risk and Opportunity Management Implications:

- 5.6 The aim of the policy is to provide a framework which assists in the management of the risks associated with outdoor events while maximising the potential benefits available.

Public Health Implications:

- 5.7 Outdoor events can have a positive public health benefit both with regard to participation in sporting events, and the development of a sense of community and well-being for both participants and spectators in many events.

Corporate / Citywide Implications:

- 5.8 Outdoor events are very important to the visitor economy of the city and major events have citywide implications. The Safety Advisory Group advises on the impact of major events on the city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Outdoor events policies from other local authorities have been reviewed in the development of the updated policy.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To enable an updated Outdoor Events Policy to be approved.
- 7.2 To enable the fees and charges for Outdoor Events to be approved for 2012/13.

SUPPORTING DOCUMENTATION

Appendices:

1. Outdoor Events Policy
2. Fees and Charges for Outdoor Events

Documents in Members' Rooms

1. None

Background Documents

1. Outdoor Events Policy: Arts, Recreation and Tourism Committee, 22/1/98
2. Outdoor Events – Charging Policy: Environment Committee, 20/1/05

