

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 74

Brighton & Hove City Council

Subject:	Pride Festival Events 2012	
Date of Meeting:	6th March 2012	
Report of:	Strategic Director Communities	
Contact Officer:	Jayne Babb	Tel: 290372
E-mail:	jayne.babb@brighton-hove.gov.uk	
Wards Affected:	All	

FOR GENERAL RELEASE

Note: The special circumstances for non-compliance with Council Procedure Rule 3, Access to Information Procedure Rule 5 and Section 100B (4) of the Local Government Act 1972 (items not considered unless the agenda is open to inspection at least five days in advance of the meeting) were that: Officers have been in ongoing discussions and communications with potential organisers regarding their intentions to stage a Pride event in Brighton & Hove in 2012. The outcome of these discussions needed to be taken into account in drafting this report.

1. SUMMARY AND POLICY CONTEXT

- 1.1 There is a history in Brighton & Hove of the Lesbian, Gay, Bisexual and Trans (LGBT) community staging an annual Pride event in the city for many years. This report sets out two proposals for Pride events this year. One is from an organisation formed for this purpose and the other is for an event in Preston Park only from the organisers of the 2011 event. The report seeks landlord's consent to stage Pride Festival activities over the weekend of 1st & 2nd September 2012. Each event will be subject to the conditions and guidance as detailed in the Health & Safety Executive (HSE) Purple Guide. The guidance sets out the requirements that must be met in full and signed off by the responsible lead agency and, where applicable, the City Safety Advisory Group. The Outdoor Events Policy also states that for major events of this size a comprehensive event plan is required to be produced by the approved organiser.
- 1.2 To date the council has received two documents in relation to Pride events for 2012: a proposal to run a park event and a parade from Pride Brighton & Hove and an Action Plan for 2012 from Pride Southeast Ltd for an event on the Park.
- 1.3 The minimum timescale to meet all the elements of a good event of this scale is 6 months from the decision to grant landlords consent to the event taking place. If there is to be an event in 2012 then a decision is required at the beginning of March for this deadline to be met.

2. RECOMMENDATIONS:

That the Cabinet Member agrees that the Council:

- 2.1 continues to support Pride events over the weekend of the 1st & 2nd September 2012;
- 2.2 grants Landlord's consent to Pride Brighton & Hove to stage both the Parade through the city and a fenced and ticketed Pride Festival in Preston Park, with both elements subject to the conditions as set out in 3.8 of this report;
- 2.3 authorises officers to enter into formal agreements with the respective event organisers to determine fees, charges and conditions as appropriate;
- 2.4 agrees that landlord's consent may be withdrawn should any organiser fail to comply with the conditions and recommendations as set out;
- 2.5 agrees that, following past practice, a deposit is held for the use of Preston Park to ensure that the Authority does not incur any costs that cannot be recovered and that this deposit will only be released on reinstatement of the area to the satisfaction of the Authority; and
- 2.6 delegates authority to the Strategic Director: Communities to agree any necessary permissions associated with any other events planned for the Pride weekend such as the St James's Street party or other community or cultural events.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The history of staging Pride events in Brighton & Hove stretches back to 1992 when there was a very modest event held on The Level. Since then the festival has evolved into the biggest Pride festival in the UK.
- 3.2 Following the formal event debrief in 2010, Pride South East, the organisers at that time, were advised by all agencies that the event had grown to such an extent, that in order for an event in 2011 to be signed off, significant safety measures would need to be put in place to manage and control the number of people attending the event in Preston Park. Therefore, in 2011 for the first time the festival at Preston Park was fenced and ticketed, which enabled the organisers to control capacity and greatly improve safety for everyone who attended.
- 3.3 Post event feedback confirmed that fencing and ticketing of the park was successful and those attending felt much safer with the atmosphere greatly improved on recent years, with very few reports of anti-social behaviour. This was also confirmed by the statutory services which were united in their praise for a safe and successful event. St John Ambulance also reported a reduction in the number of casualties treated in comparison to the previous year. The parade was also reported as the best ever with thousands of people lining the route.

- 3.4 Therefore it is recommended that the park event in 2012 remains a fenced and ticketed production.
- 3.5 Due to the 2012 Olympic Games being staged in London this year, there is a requirement to move Pride from its regular slot in August to September. The City Council wishes to continue to support Pride events that take place on the proposed weekend of 1st & 2nd September 2012. This may include a festival in Preston Park, a parade through the city, an after Pride Street party in the St James's Street area and a campsite to accommodate the additional visitors who come specifically to attend the above events.
- 3.6 Despite the success of the event from a safety and participation point of view, the event was not financially successful for the 2011 organisers, Pride South East. From the information that has been made available to officers at the time of writing this report, it does not appear that Pride South East will be in a position to undertake organising all of the Pride events for 2012, particularly given the required lead in time for planning and permissions and the lack of detail around the future plans for Pride South East. Pride South East has, however, indicated that it would like to organise just the Preston Park event. The Part II report has further information on this proposal.
- 3.7 There is a proposal from another organisation with the intention to stage the two main elements that are recognised as the Pride events in 2012; the Pride parade through the city and the festival event in Preston Park. The proposal has come from a new Community Interest Company (CIC), Pride Brighton & Hove. CICs are a new type of company designed for social enterprises that want to use their profits and assets for the public good. The community and social credentials of this particular CIC are strengthened by a commitment to ring fence a proportion of ticket income from the planned park event to go directly to charity and to use any profits generated to benefit the LGBT community within Brighton & Hove. The Part II report has further information on this proposal.
- 3.8 **Standards**
- 3.8.1 The event organisers of this year's Pride events will be required to provide a full comprehensive Event Management Plan that will be signed off by the multi agency working group. The multi agency planning group is established to work with the organisers to ensure that all aspects of event planning conform to and are in line with guidance provided by the Health & Safety Executive guide HSG 195 the Event Safety Guide (second edition): A guide to health, safety and welfare at music and similar events.
- 3.8.2 It will be the organiser's responsibility to ensure that **all** documentation is submitted on time, delays in producing documentation to the specified deadlines may result in the event being cancelled due to insufficient time for the appropriate level of planning to take place.

3.8.3 The comprehensive event plan will include details relating to:

- Access Provision
- Crowd management plan
- Security and stewarding provision
- Emergency control plan
- Entertainments
- Environmental impact assessment
- Equal opportunity statement
- Production and event timetable
- Traffic Management Plan
- Transport Management Plan
- Waste Management Plan
- Event communication plan including named contacts
- Fire safety and evacuation plans
- First aid / medical plan
- Food safety plan
- Infrastructure
- Licensing requirements
- Marketing plan
- Noise Management Plan
- Public liability insurance
- Risk assessments
- Sanitary provision
- Site plans
- Sustainability
- Cancellation procedure including adverse weather conditions
- Child and vulnerable adult protection statement
- Complaints procedure
- Concessions and caterers
- Lost children and lost property procedures

The plans will be reviewed by the Council and its partner agencies that form the operational multi agency event planning group. All events of this scale will be subject to scrutiny by the City Safety Advisory Group. If significant safety issues are flagged up it will be the role of SAG to determine whether these can be resolved and signed off. It is possible for an event to be cancelled if the organiser does not provide adequate levels of documentation or information to satisfy and mitigate for any safety issues that have been raised.

3.9 Additional information

3.9.1 There are a number of other elements to the Pride weekend in the city that are not covered within the proposal and Action Plan already submitted. It is recognised that these elements are of significant importance to the success of the weekend. Officers will be working with potential organisers in order to ensure the weekend as a whole is a success. These are primarily:

Pride Street Party in the St James's Street Area

3.9.2 The after Pride St James's Street Party has in recent years become a major part of the Pride Summer Festival celebrations. At its peak it was calculated that in 2011 there was just under 20,000 people in the area on Saturday evening; the party resumed again on Sunday afternoon with many thousands gathering between 2pm and 8pm.

3.9.3 There is a well developed and adopted event format that has been signed off by all agencies as a practical working plan that can deliver a safe event in this area for up to 20,000 attendees; therefore should officers received a formal proposal to stage this event in 2012 the principles are already laid down for delivering a safe well managed event.

Community and cultural programme

3.9.4 In response to feedback from local residents on some of the elements of the Pride weekend being too driven by the consumption of alcohol, there is an aspiration from the council and partner agencies to develop a broader based community and culturally focussed offer. This more diverse programme would be featured on the Sunday of the Pride weekend in particular.

Proposal for a Camp Site

3.9.5 For the past two years the council has operated and managed a campsite specifically for Pride weekend located at Waterhall Recreation Ground. For 2012 if a campsite is required this will have to be managed and operated by an external organiser. To date there has not been a request put forward for this element of the Pride weekend.

4. CONSULTATION

4.1 There has been consultation with cross service council officers in events, community development, highways, culture and communications. There has also been consultation with the Lead Cabinet Member. Initial consultation will take place with Sussex Police, East Sussex Fire & Rescue Service, and South East Coast Ambulance Service to review the first draft event plan. Further consultation will also take place with the Safety Advisory Group, Environmental Health & Licensing, Highways the Countryside Service and Ward Councillors

Subject to Landlord's consent being granted, it will be the responsibility of the event organiser to carry out full consultation with a range of partners, residents and organisations, communicating their intentions to this wider audience.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications

Fees for this event would be charged in accordance with the Outdoor Events Policy, with any costs incurred being the responsibility of the organiser including road closures, parking bay suspensions, any costs of stewarding the event and rubbish clearance. A reinstatement deposit would be held and evidence of adequate insurance cover would be required

Finance Officer Consulted: Michelle Herrington

24/02/12

5.2 Legal Implications:

5.2.1 Preston Park & Madeira Drive are recognised as occasional event venues and may be used subject to planning and licensing requirements being met.

5.2.2 The proposal is being put forward 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.

5.2.3 The terms of the agreement with the events organiser and the ongoing consultation process should ensure that the event is properly managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce, Principal Solicitor

28/02/12

5.3 Equalities Implications:

Events in Brighton & Hove cater for people from all sectors of the community. This event is specifically aimed at the LGBT community living in Brighton & Hove as well as welcoming LGBT visitors from national and international destinations. During Pride the city is dressed to positively promote the city. The event is a clear demonstration from voluntary, public and private sector organisations of their commitment to equality and diversity in the city.

5.4 Sustainability Implications

The council is committed to managing the risk and environmental impact of its activities. Events that are hosted and staged in the city are reviewed as part of our commitment to continuous improvement and in line with its Environmental Management System (EMS). Event organisers will as part of the application process be asked to complete our Sustainable Event Statement and as part of the monitoring process these forms will be reviewed with organisers to identify areas for improvement as well as highlighting good practice. However, it is 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.

5.5 Crime & Disorder Implications:

- 5.5.1 The Safety Advisory Group has specific terms of reference but any event may be referred to the Group if significant safety issues are identified. The purpose of the group is *“to ‘take an overview’ of all events taking place in the city, paying particular attention to days where a series of events are scheduled, to ensure the joint impact on the city infrastructure is understood, and those involved in the event have the capacity and capability to deliver a safe event as defined in the relevant guides”*.

The remit of the Group is therefore to advise on whether an event should proceed on safety and not any other grounds. Landlords' consent may be withdrawn upon advice by SAG on safety grounds only.

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

5.6 Risk and Opportunity Management Implications:

The event will be subject to a full site-specific risk assessment which is signed off by the relevant statutory bodies as set out in the comprehensive event management plan.

5.7 Corporate / Citywide Implications:

The event will take place in various sites on the city - all fall under the remit and responsibility of the city council. .

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 A full evaluation is considered in Part II of this report.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Landlord's consent is required for the staging of all major events within Brighton & Hove on council-owned sites.
- 7.2 This event is a valuable addition to the events calendar.

SUPPORTING DOCUMENTATION

Appendices: **NONE**

Documents in Members' Rooms: **NONE**

Background Documents:

- Brighton & Hove City Council Outdoor Events Policy;
- Health & Safety Executive guide HSG 195 the Event Safety Guide (second edition); A guide to health, safety and welfare at music and similar events