

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 67

Brighton & Hove City Council

Subject: Events Programme in Parks and Open Spaces 2009
Date of Meeting: 20th January 2009
Report of: Director of Environment
Contact Officers: Name: Ian Taylor/Paula Murray Tel: 29-2711
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Key Decision: No
Wards Affected: All

FOR GENERAL RELEASE

1 SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed programme of special events for Parks and Open Spaces in 2009 and to seek landlord's consent for these events.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member Meeting grants consent for the events listed in Appendix 1.
- 2.2 That the Cabinet Member Meeting authorises Officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 That the Cabinet Member Meeting authorises the Director of Environment after consultation with the Cabinet Member to make any alterations to the events programme as necessary.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Most of the events listed in Appendix A have happened before and retain their previous locations and formats.
- 3.2 Old Steine/Victoria Gardens
- 3.2.1 There was some disquiet last year in terms of the physical state of the Old Steine and Victoria Gardens after the Udderbelly and Ladyboys

structures were taken down last May. There was a subsequent period of time during which the Old Steine gardens did not look their best and there were difficulties restoring the sites because of the timing of the events compared to the planting season. Victoria Gardens have still not recovered. The Old Steine site will not be used for events for 2009 and an application made to use this site from the Parlure Speigeltent will be directed elsewhere.

- 3.2.2 Officers have also worked together to develop a plan to protect these two key sites; both key from the point of view of being valuable event sites and key garden sites for the city centre.
- 3.2.3 In the current climate of economic downturn, the importance of events in the city centre in terms of encouraging both residents and visitors in to attend is particularly important. In the economic impact study of the Brighton Festival in 2004, the secondary spend from event attendees was found to be significant. A recent local media article profiling the new event White Air due to come to the city particularly highlights the importance of events in boosting the economy.
- 3.2.3 Brighton and Hove has been selected to pilot a regional initiative; the Festivals Cluster Development. SEEDA, the regional development agency, has identified 3 areas in the south east to develop their festivals cluster in the lead up to 2012. The rationale for this is that festivals and events are one of the very strongest elements in the region's offer looking towards London 2012 and the Regional Development Agency wishes to make the most of this in national and international marketing.
- 3.2.4 Brighton and Hove has received external funding to develop its Festival Clusters and one key element of this is some work around the outdoor sites in the city. We will be commissioning an audit of outdoor spaces that are currently licensed with a view to creating two things; a directory of these spaces that can be published online plus a new set of technical specifications for each of these sites. These technical specifications will form the basis for any future uses of the sites and will contain the detail of what needs to be put in place in terms of environmental protection and reinstatement for the site. Such specifications will allow the council to take a more rigorous management approach and ensure the right balance between the need for events and preserving green spaces.
- 3.2.5 This piece of work is made possible by the external funding being available to commission it on the basis of the very latest ideas and technology with regard to grounds protection. The professional undertaking this work has a background in events Health and Safety and production. All relevant officers from the Environment Directorate will be involved in this process.

3.2.6 We will be able to assess the impact of technical specifications and the management of these on events and green spaces and this assessment will be included in future reports seeking consents to use these sites.

3.3 Changes to the programme or new events are

3.3.1 Loop:

Loop, the digital arts and music festival, has taken place on Victoria Gardens for the last two years, attracting 4000 visitors each year. Victoria Gardens is chosen because the event takes place across several nearby venues, both indoors and outdoors – the Sallis Benney Theatre, its gardens and the Dome Theatre. For 2009, the organisers wish to add a second day (the previous two years have both been one-day events). The additional day will be designed as a 'chill out' event, lower key than the previous day and finishing earlier at 7pm.

3.3.2 Pride Cabaret Tent:

Aeon Events, the promotions company that organises the Wild Fruit area at Pride, wish to use the Wild Fruit marquee as a cabaret venue in the week leading up to Pride. The marquee, which would hold 1500 seated people, would operate from Sunday 26th July through to Friday 1st August in Preston Park. There would be two shows per evening finishing by 11pm. Shows would vary from the Alternative Miss Brighton Competition through to local cabaret artists and international comedy stars.

3.3.3 Greenwave:

Greenwave was held for the first time in Preston Park in 2008. The event is an 'eco-festival' featuring products and ideas for sustainable living. With stalls, information and entertainment, all elements of sustainability are covered from recycling through to alternative energies and permaculture. The organisers wish to move the event to Victoria Gardens in 2009 to increase its visibility.

4. CONSULTATION:

4.1 Consultation is taking place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service, NHS Trust, Environmental Health & Licensing and Highways. Any comments received will be provided in a verbal update at the Cabinet Member Meeting.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

- 5.1.1 The level of support given to community events and free public entertainments are financed from income from commercially organised events to produce an overall zero budget, and will be monitored as part of the TBM process. The only contribution from the Authority's Revenue Budget is for the Event Office salaries.
- 5.1.2 All major event organisers are required to provide a deposit. This covers the cost of reinstatement, including the removal of litter, should it prove necessary for the council to undertake the work and use its own contractors.

Finance Officer Consulted: Derek Mansfield Date: 10th December 2008

5.2 Legal Implications:

- 5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space for up to 28 days a year in order to facilitate the staging of major outdoor events.
- 5.2.2 The proposals in this report are made 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.

Lawyer Consulted: Bob Bruce

Date: 10th December 2008

5.3 Equalities Implications:

- 5.3.1 The Events Programme caters for people from all sectors of the community.

5.4 Sustainability Implications:

- 5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the outdoor events policy.
- 5.4.2 A set of sustainability guidelines will be given to all event organisers to place sustainability high up the agenda when planning for all outdoor events.

5.5 Crime & Disorder Implications:

- 5.5.1 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 the emergency services was agreed in 2004 and will continue to be used in 2009.

5.5.2 The Police are involved in the consultation and planning of all major events.

5.6 Risk and Opportunity Management Implications:

5.6.1 All events will be subject to full site specific, suitable and sufficient risk assessments.

5.7 Corporate / Citywide Implications:

5.7.1 The events programme uses public open spaces throughout the city.

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 outdoor events in Brighton & Hove.

7.2 Events continue to form an increasingly significant part of the council's overall tourism strategy and contribution to the city's economy. People experience civic pride and satisfaction when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city and enhance the reputation and identity of the area, as well as bringing significant economic benefits.

SUPPORTING DOCUMENTATION

Appendices:

1. List of proposed outdoor events for 2009.

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers.