

Subject:	Future Plans for Pride		
Date of Meeting:	14th November 2013		
Report of:	Assistant Chief Executive		
Contact Officer:	Name:	Richard Butcher-Tuset	Tel: 29-5514
	Email:	Richard.Tuset@brighton-hove.gov.uk	
Ward(s) affected:	ALL – particularly Preston Park		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 The Lesbian, Gay, Bisexual and Trans (LGBT) community have staged an annual Pride event in the city for over twenty years; its history is diverse and it has grown with each successive event.
- 1.2 Pride ranks as one of the City's most significant events, this year attracting approximately 160,000 attendees generating an estimated £13.5 million for the city's economy.
- 1.3 Pride 2013 was one of the most successful events and its organisers would like to build on this success; to improve its relevance both to the LGBT community and the city.
- 1.4 This report sets out proposals for the future of Pride; seeking agreement for landlord consent to stage Pride Festival activities in Preston Park over the first weekend in August for three successive years starting in 2014.
- 1.5 Consent is also sought to extend usage of the Park on Friday evening, for longer on Saturday and also during the day on Sunday; the overall objective of which is to ensure the sustainability of the core Pride event.
- 1.6 Each event would be subject to 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.

2. RECOMMENDATIONS:

- 2.1 That Economic Development & Culture Committee continue to support Pride events over the 1st weekend of August;
- 2.2 That the Committee grant Landlord's consent for three successive years, commencing August 2014, to Brighton Pride Community Interest Company 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 3.28 - 3.33 of this report.

- 2.3 That the Committee grant landlord's consent to Brighton Pride Community Interest Company for the extension of the Pride Festival in Preston Park; extending opening times from 1200hrs–2000hrs to 1000hrs -2200 hrs, subject to the conditions as set out in 3.28-3.33 of this report;
- 2.4 That the Committee grant landlord's consent to Brighton Pride Community Interest Company for the extension of the Pride Festival in Preston Park programme to include arts and community based events on the Friday before Pride and the Sunday after Pride, subject to the conditions as set out in 3.28-3.33 of this report;
- 2.5 That the Committee authorises officers to enter into formal agreements with the respective event organisers to determine fees, charges and conditions as appropriate;
- 2.6 That the Committee requests officers to explore with Pride organisers and other stakeholders plans and arrangements to seek to ensure that spin off Pride related events are coordinated and negative impacts minimised.
- 2.7 That the Committee agrees that landlord's consent may be withdrawn should any organiser fail to comply with the conditions and recommendations as set out in this report;
- 2.8 That the Committee agrees that, following past practice, a guarantee against damage to the park will be sought and evidence of adequate insurance cover will be required; and
- 2.9 That the Committee delegates authority to the Assistant Chief Executive to agree any necessary permissions associated with any other events planned for the Pride weekends in 2014, 2015 and 2016.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Pride events in Brighton & Hove have history; the first 'modern' Pride taking place in 1992. Smaller, intermittent events have taken place since the 1970's, though the 1992 event is generally regarded as the beginning of Pride as we experience it today.
- 3.2 The 1992 event took place on the Level and attracted a crowd of several hundreds; offering a mix of entertainment, consciousness raising and campaigning. Since its modest beginning the event has evolved into a festival encompassing the Arts, carnival, protest, advocacy, politics and theatre. It is now one of the biggest Pride festivals in the UK, contributing an estimated £13.5 to the city's economy.
- 3.3 Pride 2013 was delivered by 'Brighton Pride Community Interest Company' (BPCIC) and included a diverse range of activities that celebrated Lesbian, Gay, Bi and Trans (LGBT) communities and the city, including:

- 3.4 **A newly introduced city wide festival of art, film and culture:** This new Arts, Film and Cultural offer featured over 20 events, taking place over a two week period preceding the Preston Park celebration. It aimed to highlight the rich LGBT art scene within the city and deliver a range of popular, inclusive and accessible events appealing to all members of the LGBT community. The programme included a diverse selection of exhibitions and entertainment including art, film, theatre, performance and the return of the Pride dog show.
- 3.5 **The LGBT Community Parade:** Sixty Four organisations and groups took part in the parade including LGBT & community networks, national and local charities, emergency service personnel, businesses, trade unions and political groups. The parade was watched and enjoyed by tens of thousands of residents and visitors.
- 3.6 **A day long festival of live music, entertainment and community support initiatives in Preston Park:** Over 34,000 people attended the ticketed event which included a diverse range of entertainment including dance tents, food stalls and charity exhibitions. The return of the main stage proved very popular and helped the overall event to run smoothly.
- 3.7 Overall the event was one of the most successful ever held in the city, with Pride's fundraising initiatives breaking all previous records; so far generating £43,103 for donation to local LGBT and HIV causes. It is estimated that as many as 160,000 residents and visitors took part in Pride activities.
- 3.8 Evaluation of the Pride event by stakeholders (including the council and emergency services) produced very positive results; with marked reductions in resident complaints and reduced incidents of both crime and medical emergencies. The overall quality of organisation by BPCIC was highlighted and commended.
- 3.9 Issues with ticketing, queues at the park, public transport and problems with dispersed groups of young people drinking excessively in various locations in the city centre have been identified. Work is underway to address these issues, including partnership work with the police and the Alcohol Programme Board to address broader public disorder and under age drinking concerns.

Other concerns have been raised by community groups about accessibility and these issues are being explored further with the community and with BPCIC.

- 3.10 The Gay Village Party in St James' Street is an adjunct to the official Pride celebration and passed without significant incident, though there is concern about event organisation, impact on local residents and broader community safety outcomes; including harmful drinking. Officers are working with local businesses, communities and BPCIC to identify the best way forward and minimise negative impacts.

Pride 2014 and Forward (Proposals in this section are currently subject to statutory consultation with the emergency services)

- 3.11 Pride is self financing, however the authority continues to make very significant contributions of support, including:

- not charging a fee for the use of Preston Park (£1 per head. Total value for 2013 was 35k and this would be higher should the event be extended as set out in the report)
 - use of BHCC Premises Licence (5k)
 - resident liaison support (5k)
 - not charging a fee for Madeira Drive (8k)
 - not charging for suspension of parking bays incurred by the Parade route (2.9k)
 - additional cleaning on the Parade route and post Pride clean up (8k)
 - significant officer time devoted to ensuring the safe delivery of the event.
- 3.12 It is anticipated this in-kind support would be available for 2014, but this will be subject to review.
- 3.13 BPCIC has asked to stage both the Parade through the city and a fenced and ticketed Pride Festival in Preston Park in 2014 and into the future. BPCIC demonstrated their ability to deliver a well organised and safe event in 2013, which was able to make record contributions to local charities without public sector funding. Based on the overall quality and organisation of the 2013 event this option is being recommended for agreement with Members.
- As part of this agreement, BPCIC will commit to working with BHCC to seek a more sustainable and appropriate format and event management arrangement for the Gay Village Party in Kemp Town. This work will be subject to further discussion and agreement with BPCIC, local businesses, residents and the LGBT community.
- 3.14 Agreement to this event would be subject to assurances around the format and safety of the event as set out in the standards section of the report below.
- 3.15 In addition, and as set out in the standards section of the report, BPCIC will be required to ensure community accessibility to the event including disability access and in line with the Trans Equality Scrutiny Recommendations access and inclusion of the Trans Community.
- 3.16 BPCIC financial model includes tickets sales but also corporate sponsorship and in kind support. To obtain the best value for money from contracts and secure ongoing sponsorship arrangements BPCIC will require certainty over a longer period of time than the current annual arrangements. It is therefore proposed to offer BPCIC a three year landlord's agreement commencing in 2014 and ending upon completion of Pride in 2016. This agreement will be subject to annual assurances around the format, safety and community accessibility of the event as set out in 3.28-3.33 below.
- 3.17 BPCIC operated and managed a camping provision through partnership with 'Tangerine Fields' at the Waterhall Sports Complex. Whilst not achieving its anticipated potential the initiative enjoyed enough limited success to

encourage both BPCIC and Tangerine Fields to explore repeating the exercise again for 2014.

- 3.18 To enable better management of access and egress, BPCIC would like to alter the hours of the main Pride event in Preston Park; opening the Park earlier and vacating it later; allowing for a longer and better facilitated time for patrons to gain entry and leave.
- 3.19 To maximise potential income and ensure financial stability and support for the broader community objectives of Pride, BPCIC would like to extend use of the park to include Friday evening and Sunday afternoon; offering a lower impact series of events. It is anticipated this extended use would require a maximum of 2 additional days of restricted access to Preston Park.
- 3.20 The infrastructure necessary for the safe and effective delivery of the Pride Festival takes a week to install, several days to deconstruct and incurs costs in excess of £400,000. The duration of the event is currently 8 hours (1200hrs to 2000hrs) and whilst the event is well organised, well attended and generates significant visitor and economic benefits to the city it demonstrates poor value for money in terms of investment in temporary infrastructure. BPCIC are keen to explore full utilisation of the infrastructure in a number of ways:

Increase the duration of the Pride Festival:

- 3.21 Traditionally the Pride Festival commences at 1200hrs and concludes at 2000hrs; BPCIC propose to explore commencing the event at 1000hrs. With the cooperation of Southern Rail, visitors may be encouraged to arrive by rail at Preston Park station. The opportunity to access the site earlier may reduce the volume of visitors attracted to Brighton station who then follow the parade to Preston Park. This, in turn, will reduce the dwell and entry times that have become a point of visitor inconvenience and criticism since ticketed entry was introduced in 2010.
- 3.22 BPCIC would also to extend the closing time from 2000hrs to 2200hrs. This will enable a phased closure of the various entertainment aspects of the festival from 2000hrs, to a main stage finale at dusk. It is anticipated that a phased closure will encourage visitors to leave the park over an extended duration therefore reducing the impact on surrounding streets.

Additional Event – Friday:

- 3.23 The Friday preceding the Saturday Pride Festival presents an ideal opportunity to host a non-LGBT event within a restricted area of Preston Park. Adopting a seated format and stage within the Dance Tent creates a circa 1,800 seat performance venue for comedy or entertainment of broad appeal to a wide cross-section of the community. At this time it is envisaged that a specially configured section of the festival enclosure, to include bars, catering and welfare provision, would open as follows:
 - 1800hrs to 2000hrs ticketed admission, bars and catering

- 2000hrs to 2130hrs performance.
 - 2130hrs – 2200hrs egress.
- 3.24 Event concepts and timings are indicative at this stage and subject to further development and cost analysis. Agreement to this event would be subject to assurances around the format, safety and community accessibility of the event as set out in 3.18-3.22 below.

Additional Event – Sunday:

- 3.25 The Sunday following the Saturday Pride festival presents an ideal opportunity to work in partnership with BHCC to deliver an arts and / or heritage based event utilising the main stage only. A variety of ideas have been discussed including an outdoor concert or “proms” linked to the World War 1 Centenary featuring a military bands, guest artists, archive footage etc.
- 3.26 At this time it is envisaged that a specially configured section of the festival enclosure, to include bars, catering and welfare provision, would open as follows –
- 1400hrs to 1700hrs ticketed admission, bars, catering, peripheral attractions.
 - 1700hrs to 2000hrs performance (inc interval).
 - 2000hrs – 2100hrs egress.
- 3.27 Event concepts and timings are indicative at this stage and subject to further development and cost analysis. Agreement to this event would be subject to assurances around the format, safety and community accessibility of the event as set out in 3.28-3.33 below

Standards

- 3.28 The organisers of the Pride events will be required to provide a full comprehensive Event Management Plan that will be agreed 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.
- 3.29 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. 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

3.30 In addition we will be asking the BPCIC to produce an equality statement and plan to ensure the event is accessible to the community. We would expect this plan to include arrangements to ensure the presence of community groups in the park and robust disability access arrangements including:

- accessible transport and parking facilities to and within the park
- a safe and managed viewing space on the parade route
- an access tent with toilet facilities, electricity supply for charging of mobility equipment and specific lighting
- signing on the main entertainment stages

3.31 In addition we will require robust actions to ensure access and inclusion of the Trans Community in Pride as set out and agreed by the council through the Trans Equality Scrutiny process.

3.32 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.

- 3.33 Reflecting the changes in the proposed arrangements for Pride in 2014 and going forward it is proposed feedback from the post evaluation event is taken to the Economic and Culture Committee for information and review.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 Not applicable

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Consultation is taking place and with Sussex Police, East Sussex Fire & Rescue Service, and South East Coast Ambulance Service and Ward councillors on the proposed changes to the Pride format. There has also been consultation with cross service council officers in events, community development, highways, culture and communications.

- 5.2 Where consultation responses have been received these have been positive including the Police who have highlighted a number of points including the extension of the Park times to 2200hrs helping to ease pressures at the GVP. South East Coast Ambulance Service NHS Trust however is concerned it couldn't support the overlap of these events or operate without risk. Therefore a later closing time for the park is not supported at present as it would represent too great a risk. Discussions are ongoing and these issues will be referred to the Safety Advisory Group.

- 5.3 Further consultation will also take place with the Safety Advisory Group, Environmental Health & Licensing and the Highways the Countryside Service.

- 5.4 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.

6. CONCLUSION

- 6.1 The proposals contained within the report seek to secure a sustainable future for Pride in Brighton & Hove. The proposals seek to make better use of the infrastructure required for the current iteration of the event and provide the event organisers with enough stability to build and further develop the events.

- 6.2 Pride is a major part of the cultural capital of the city, generating income and providing both celebration and community cohesion. Its popularity and presence support and enhance the national and international profile of the city.

- 6.3 Supporting the proposals and encouraging the development of Pride and its associated products will allow for a more sustainable future and an improved offer.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 Fees for this event would normally 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. However, as set out in section 3.11 and 3.12 of the report, it is anticipated that this will continue to be met by in-kind support from the authority. A guarantee against damage to the park will be sought and evidence of adequate insurance cover would be required.

Finance Officer Consulted: Name: Michael Bentley Date: 21/10/13

Legal Implications:

- 7.2 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space in its area for up to 28 days a year in order to facilitate the staging of major outdoor events. Some events may need planning permission, depending on whether permitted development rights are available (use of up to 28 days in any one year under the terms of Part IV Class B of Town & Country Planning (General Permitted Development) Order 1995)) and the nature of the proposals.
- 7.3 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.
- 7.4 The terms of the agreement with the events organiser and the ongoing consultation process should ensure that the events are properly managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce Date: 29/10/13

Equalities Implications:

- 7.5 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.
- 7.6 Organisers will be asked to produce an equality statement and plan to ensure the event is accessible to the community. We would expect this plan to include arrangements to ensure the presence of community groups in the park and robust disability access arrangements including:

- accessible transport and parking facilities to and within the park
- a safe and managed viewing space on the parade route
- an access tent with toilet facilities, electricity supply for charging of mobility equipment and specific lighting
- signing on the main entertainment stages

7.7 In addition we will require robust actions to ensure access and inclusion of the Trans Community in Pride as set out and agreed by the council through the Trans Equality Scrutiny process.

Sustainability Implications:

7.8 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. 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.

7.9 Problems activities including dispersed groups of young people drinking excessively in various locations in the city centre has been identified as a key priority. Work is underway to address these issues including partnership work with the police and the Alcohol Board to address broader public disorder and under age drinking concerns.

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

Corporate / Citywide Implications:

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

Crime & Disorder Implications:

7.12 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.

Risk and Opportunity Management Implications:

- 7.13 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.

Public Health Implications:

- 7.14 In response to feedback from local residents that the Pride weekend was being too driven by the consumption of alcohol, BPCIC is developing a broader based community and culturally offer.

Proactive partnership work helped ensure 2013 Pride event in the Park reported much lower problems with drugs, alcohol and crime levels.

However there were problems outside of the formal event with large numbers of predominantly young people gathering and excessively drinking across the city centre. Issues with excessive drinking have also been raised in connection with the Gay Village Party.

Our Public Health and Community Safety functions are working with partners, for example through the Alcohol Board, to address these issues. Actions include working with businesses to try and limit alcohol sales from Supermarkets along the Pride Parade route and St James' Street.

Corporate / Citywide Implications:

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

SUPPORTING DOCUMENTATION

Appendices:

None

Documents in Members' Rooms

None

Background Documents

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

