

Subject: Shakedown Music Festival 2014
Date of Meeting: Thursday 23rd January 2014
Report of: Assistant Chief Executive
Contact Officer: Name: Ian Shurrock Tel: 292084
Ian Taylor
Email: ian.shurrock@brighton-hove.gov.uk
ian.taylor@brighton-hove.gov.uk
Ward(s) affected: Patcham

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To seek landlord's consent to stage Shakedown Music Festival at Waterhall on Saturday 19th July 2014.

2. RECOMMENDATIONS:

- 2.1 That the committee grant landlord's consent for Shakedown Music Festival at Waterhall on Saturday 19th July 2014.
- 2.2 That the committee authorises officers to enter into formal agreements with the event organiser to determine conditions, fees and levels of support as appropriate, subject to the organisers meeting all required conditions.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Shakedown has taken place at Stanmer Park for three years, since 2011. In 2013 the event attracted 15000 spectators on the first day and 4000 spectators on the second day. The organisers have requested a change of venue to Waterhall, having outgrown the available site at Stanmer Park. The organisers wish to focus on a one day event rather than spread the event over two days. Shakedown is one of the few events held in the city during the year that has an appeal predominantly for the 18-30 year old age group.
- 3.2 The 2013 event brought a number of challenges to both the council and its partner agencies. There were issues of drug and alcohol use, traffic management problems and public order concerns. The partner agencies will therefore be consulted as normal on the operational planning requirements for this new venue e.g. event plan, transport management plan etc. in order that the appropriate arrangements are in place. The Safety Advisory Group which includes Sussex Police will need to be satisfied that the appropriate arrangements are in place for the event to take place (see 5.2 and 5.3 for consultation responses).

- 3.3 The organisers have requested a return to just a one day format having operated over two days in 2013. The capacity would be 15,000 people. The event would be open from midday until 11pm.
- 3.4 Waterhall, is not included in the sites under the jurisdiction of the council's event licence. Therefore, the organisers would apply for a time limited Premises Licence, with pre agreed conditions, to cover the event.
- 3.5 A number of alternative venues were considered, but Waterhall has been chosen because of its proven transport links (use of Mill Road), its relative seclusion from local residents and the available capacity. The event was previously held in September but a date in July has been selected as Waterhall is a prime venue for football and rugby. In addition, the event is primarily aimed at young people and this date would enable students whose home is in the city to attend prior to leaving the city to further their education.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 The city is limited in the number of suitable available sites for an event of this size. Waterhall is felt to be the only suitable alternative which is not already used for an event of this nature.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Consultation has taken place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service and NHS Trust. Internal officer consultation has taken place with Environmental Health & Licensing, City Parks, Civil Contingencies and Highways.
- 5.2 South East Coast Ambulance have indicated that more detailed medical plan is required and provided it is submitted in good time, fulfils all of the requirements of the relevant guidance, and a reputable medical provider is used, then overall they would not object to the Waterhall site. The NHS Trust have indicated that the event plan will need to show how the impact on the health of those attending will be minimised and that the event will not impact on the health services available to the city.
- 5.3 Sussex Police have indicated that prior to the event taking place they would require absolute clarity in the event management plans as to how the risks around alcohol, drugs and crime would be mitigated. Sussex Police are seeking reassurance that there is effective planning for the risks and that the risk management measures will be implemented.

6. CONCLUSION

- 6.1 Having explored several sites, officers and the events organisers agree that Waterhall is the best potential venue as outlined in 3.5. In addition to landlord's consent, the organisers must apply for a site-specific, time limited premises licence that will impose strict conditions of entry, including a robust drug and alcohol policy, and tight operational controls in areas such as bars, stewarding and security and traffic management.

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. The fees charged 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 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 or free of charge.

Finance Officer Consulted Michelle Herrington Date: 13/12/13

Legal Implications:

- 7.3 The Council is empowered under Section 8 of the East Sussex Act 1981 to use Waterhall and other parks and open spaces 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.
- 7.4 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: 13th December 2013.

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. For this reason, there is significant potential to publicly demonstrate how outdoor events contribute to Brighton & Hove becoming a more sustainable city. Through the Sustainable Events Programme, events organisers are supported to improve sustainability at their events, focusing on the areas with the highest potential impact. The programme is certified to the international standard for environmental management ISO 14001.
- 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. Earlier this year, the standard was superseded by the new 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:

- Appendix 1 : Proposal from Event Organisers
Appendix 2 : Economic Impact study of the event.

Documents in Members' Rooms

None

Background Documents

None

