

Agenda item:

Title of meeting: Culture, Leisure and Sport Decision Meeting

Date of meeting: 10 October 2014

Subject: Victorious Festival Report

Report by: Head of City Development and Cultural Services

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

- 1.1 The purpose of the report is to provide the Cabinet Member with an initial evaluation on the delivery of the Victorious Festival 23-24 August 2014 as requested in the recommendations of the Culture, Leisure & Sport meeting of 17 January 2014.

2. Recommendations

- 2.1 **That this update report on the successful operation and delivery of the 2014 Victorious Festival be noted and that the organisers of the Festival be congratulated on their very professional approach, delivery and responsiveness around all aspects of the event.**
- 2.2 **That officers be authorised to negotiate with the organisers of the Victorious Festival to implement findings from the review process of the 2014 festival to support the delivery of an improved event in the future.**
- 2.3 **The officers be authorised to work with Victorious Festival to support the delivery of an annual festival over the August Bank Holiday weekend for from 2015 - 2018 with the ability to extend this on the same contract for a further 2 years (2019 - 2020).**

3. Background

- 3.1 In January 2014 a report was brought to Culture, Leisure & Sport seeking agreement for the Council to enter into a contract with Victorious Festival to provide land and staffing support to enable them to deliver a large-scale music festival.

3.2 Members authorised that an event could proceed for 2014 and for officer to work with Victorious Festival to help them grow and expand their event based on their previous successful track record of delivery and their detailed market intelligence on their capacity to grow and develop audiences for this type of event.

4. Victorious Festival 2014

4.1 A significant level of work went into the preparation and detailed discussions by Victorious Festival both across a number of services within the council and with external organisations in order to ensure that there was as full an understanding of the nature of the Festival and what it would entail.

4.2 The Festival organisers invested considerable time and resource into ensuring that the communications about the event was as effective as possible through both a series of newsletters to residents and business in the near vicinity to the festival area and also by attending meetings and talking about the event in the months leading up to the bank holiday weekend e.g. talking to a specially convened Seafront Attractions Forum meeting on 8th July. The organisers were meticulous in their attention to detail.

4.3 The total number of tickets sold for the event was 63,601. Along with people working at the event, traders, artists or guests, this level of sales ensured that the whole event operation remained within the site maximum of 39,999 on site per day as outlined within the Premises Licence for the event.

4.4 The social media activity in relation to the event over the bank holiday weekend was at a very high level with high levels of praise for both the quality and activity on offer and the perception of many attending of the very good value for money their ticket price represented.

4.5 The site was well planned and carefully organised so as to put the audience at the heart of the offer with consideration with the surrounding residential accommodation and full consultation with Environmental Health especially on the issues surrounding sound from the event.

4.6 Of the existing council offers within the area of the Victorious Festival we had more visitors attending our facilities than we had over the same weekend in 2013. We had a total of 4,034 attending the D Day museum and 4,069 attending Southsea Castle.

4.7 One of the major concerns prior to the event had been concerns around the noise levels of the music. Victorious Festival had a very robust process in place for the regular monitoring of the noise levels at a number of points across the site and a very thorough process in place for dealing with any noise complaints if they were phone in during the event. Two complaints of excessive noise were received over the weekend, one each on Saturday and Sunday nights. Both of the complaints were investigated and noise measurements taken at the

properties. Both complaints were found to be within the agreed levels and in line with the detailed Noise Management plan.

- 4.8 Subsequent to the event the council received three complaints about noise levels by email through the City Helpdesk and following assessment in regards to the location of the complainant in relation to the music stages have all been responded to individually. We have also received one Freedom of Information request in relation to the direction of the stages at the event. It should also be noted that a number of complaints were received from festival attenders on site advising that the noise levels were too low.
- 4.9 The site de-rig commenced on Monday 25th August and was completed in line with the agreement by Friday 29th August. An event site review took place on Monday 1st September and a number of remedial actions are due to be carried out in association with ground reinstatement and other reparations as agreed with the event organisers. Particular note should also be made of the extremely good arrangements which the festival organisers had in place for dealing with rubbish across the site which was essential with the build for the Wiggle Portsmouth Triathlon taking place immediately after.
- 4.10 The total number of tickets sold for the event was 63,601. The Festival organisers have confirmed that the contractual obligation of a ticket sales related donation, this year to the D Day 75 Fund, will be in the region of £40,000.

5. Victorious Festival 2015

- 5.1 Officers are currently working with the Festival organisers in order to capture the evaluation and learning from supporting the 2014 event. A number of areas need to be considered in order to alleviate issues which arose for the 2014 event.

These include:

- Review of road closures including in the build period and the temporary roundabout and drop off area on Clarence Esplanade
- Review cycle parking provision as there was a much higher usage of this as a transport option than anticipated
- Areas of the common which are subject to Traffic Regulation orders
- Review of the provision of taxi ranks for hackney vehicles to promote safer egress from the event and avoid pressure and queues on existing ranks
- Management of pedestrians in order to avoid them causing traffic delays
- Provision of more waste facilities outside of the demised area and near the entrances to the festival site
- Exploration of the provision of booster masts for mobile phone networks as there were problems with demand on the existing infrastructure during the event
- Discussions with the Seafront Attractions and Traders members to explore with the festival organisers how they can maximise the input to their own businesses during the course of the event to support all businesses
- Provision of additional toilets outside of the event site to address the reduction in overall facilities available for the public to use

5.2 Officers will also work with the organisers to further improve those elements which were a success for the event including:

- Exploration of the possibility for an increased number of buses at the Portsmouth Park & Ride as the service will be even more established by the 2015 event
- Provision of Park & Ride at Lakeside (used by 1030 cars providing an estimated 7,000 passenger trips over the two days of the 2014 event)

6. Reasons for recommendations

6.1 It is important to acknowledge the successful delivery of this newly located event for 2014 which has enabled a local business to grow and develop. The event also clearly contributes towards the strategic role of the Seafront as outlined in the Seafront Masterplan.

7. Equality impact assessment (EIA)

7.1 An equality impact assessment is not required as the recommendations do not have a negative impact on any of the protected characteristics as described in the Equality Act 2010.

8 Legal Implications

8.1 Because of the substantial nature of the Festival and the possible effects on the City it is essential that appropriate consultation with all interested bodies is carried out at the earliest opportunity.

8.2 Steps will also need to be taken to ensure that the area for the festival is made available on appropriate terms if these have not been agreed.

9. Finance Comments

9.1 The recommendations contained within this report will be implemented from within approved budgets.

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Signed by:
Stephen Baily

Head of City Development and Cultural Services

Appendices: None

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Victorious Music & Cultural Festival	http://democracy.portsmouth.gov.uk/ieListDocuments.aspx?CID=131&MId=2435&Ver=4
Seafront Masterplan	https://www.portsmouth.gov.uk/ext/development-and-planning/planning/seafront-masterplan.aspx

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

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Signed by:
Cabinet Member for Culture Leisure and Sport