

Agenda item:

**[No.]**

**CABINET**

**On 21 December 2010**

Report Title: **Olympic Themed Event Application, Finsbury Park, August 2012**

Report of: **Mun Thong Phung, Director: Adult, Culture & Community Services**

Signed :

Contact Officer : **John Morris, Assistant Director: Recreation Services**

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Wards(s) affected: **Harringay, St Ann's, Seven Sisters, Stroud Green**

Report for: **Key Decision**

**1. Purpose of the report (That is, the decision required)**

- 1.1. To provide an overview of existing policy for commercial and income generation within Finsbury Park.
- 1.2. To provide information on the proposed Olympic themed event, seeking to be held in Finsbury Park during and tying into the Olympic Games in August 2012.
- 1.3. To seek approval from members that a waiver to current policy limitations is granted, to allow the event application to proceed.

**2. Introduction by Cabinet Member (if necessary)**

- 2.1. The London 2012 Olympic Games are fast approaching, when the worlds focus will be on London. This multi cultural event would enable the borough to experience the excitement that the Olympics will bring to London.
- 2.2. The event would benefit the borough in a number of ways, from a leisure and recreational perspective, but also through educational and economic activities.

2.3. Any delay could result in the promoters seeking a venue elsewhere, resulting in the borough losing out culturally, economically and recreationally.

2.4. I believe the proposals and recommendations set out in this report provide an exciting opportunity which we should encourage and facilitate.

**3. State link(s) with Council Plan Priorities and actions and /or other Strategies:**

3.1. Haringey's Sustainable Community Strategy: Economic vitality and prosperity shared by all.

3.2. Open Spaces Strategy; Strategic Objective No. 7: To develop and promote an increased range of opportunities for people to enjoy cultural experiences and activities.

3.3. Well-being Strategic Framework; Outcome 6: Economic Wellbeing

**4. Recommendations**

4.1. Members agree in principle to hosting this high profile event in Finsbury Park, subject to separate licensing approval.

4.2. Members waive current events policy for Finsbury Park, allowing the application of the themed multi cultural event to proceed, subject to the current application process and separate licensing considerations.

4.3. Members agree that, subject to further negotiations with the applicant and consultation with local stakeholders and residents, the event will take place during the summer holidays in 2012, and will exceed the current five day limit for large events.

**5. Reason for recommendation(s)**

5.1. The staging of the London 2012 Olympic Games will bring great excitement to London, and the staging of this Olympic themed event in Finsbury Park will allow residents of Haringey and surrounding boroughs, to join in the excitement and celebrations that this once in a lifetime event will bring.

5.2. Haringey is a diverse, multi cultural borough and this event will give cause to celebrate the best of one of the competing Olympic nations' culture, lifestyle, sport and more. It will be an event which will involve the local community, with lasting links made into the community including those with schools.

5.3. The Council currently has an income generation target of £150,000 to be raised through events held in Finsbury Park. Income generated from this event would significantly help achieve and potentially exceed this target.

## **6. Other options considered**

6.1. n/a

## **7. Summary**

### **7.1 Current Policy**

7.1.1. In December 2002 the then Executive agreed to a new 'Finsbury Park Events and Revenue Generation Policy'.

7.1.2. Within this policy an upper limit of five large concerts and one large community event can be held in Finsbury Park, per annum.

7.1.3. The capacity for one large event is up to 40,000 people.

7.1.4. Events of this size, under the terms of the policy, are to be staged outside the school summer holidays.

### **7.2. Details of Proposed Event**

7.2.1. A leading music and event promoter has applied for use of Finsbury Park between 3 and 12 August 2012. They are considered to be one of the largest live entertainment companies in the world.

7.2.2. The proposed paid entry event will be a competing Olympic country's flagship during the London Olympic Games. The event will showcase the best of the country's offerings including its sports, lifestyle and tourist attractions.

7.2.3. The event proposes to showcase the best of a particular country's offerings including its sports, live music, art, fashion, tourist attractions, food and drinks. The Event will present an exciting array of activities and entertainment.

7.2.4. The targeted audience and attendance is 20,000 people (15,000 adults, 5,000 children) per day, over 10 days plus set up and take down. The audience would be of diverse international heritage, with an interest in all things multi cultural.

7.2.5. The event footprint would largely be the concert / bandstand field area, approximately 20% of the park.

7.2.6. Although very keen to use Finsbury Park, the event promoter is also considering a number of other potential venues. They have indicated that they would like a decision as soon as possible.

### **7.3. Benefits**

7.3.1. All large scale events held in Finsbury Park, bring with them a number of issues including disruption to local residents. We seek to mitigate these through discussions with residents and stakeholders before events are held, as part of the event application process.

7.3.2. With the proposed themed, multi cultural event there are a number of not only short term benefits, but lasting ones which an event of this scale and calibre will bring.

7.3.3. The council is clearly facing difficult and challenging financial times ahead. Income generated from this event would be hugely significant.

7.3.4. The diverse, multi cultural recreation and leisure content of the event would be of significant importance to not only local Haringey residents, but Londoners as a whole.

7.3.5. There is huge scope for pre and post outreach programmes with local communities and school children.

7.3.6. Potential links could be made with local vocational courses, providing benefits to local people during and way beyond the lifespan of the event.

7.3.7. The themed, multi cultural event has the potential for job creation, and localised employment during the event needs to be a consideration.

7.3.8. The increase in visitors to Finsbury Park and the local area will increase opportunities for local traders and businesses.

### **7.4. Finance**

7.4.1. Commercial rate for an event of this scale would be applied. There is currently an income generation target of £150,000 to be achieved through events held in Finsbury Park and there is potential for this event to raise a significant sum.

### **7.5. Process**

7.5.1. The Council currently acts in two separate capacities regarding events held in Finsbury Park. The first being as land owner and how the land is used, for which this report is being submitted.

7.5.2. The second is as the licensing authority. Licensing of the event would be treated completely separate to this report and its recommendations, and will be addressed as part of the standard application and licensing process.

7.5.3. Licensing for this type of event has a lead in time of at least three months, prior to the start date of the event, as does hire application and related consultation which involves local residents and stakeholders.

7.5.4. London Boroughs are working together in planning for the range of major public events that may take place across the capital in the summer of 2012, to ensure effective coordination of support, regulatory and emergency services. The GLA, working with London Councils, has set up a Cultural Events Coordination Calendar and a London Events Coordination Calendar, to capture information on proposed events, with submission deadlines of 31 December 2010 for initial proposals, and detail by 31 March 2011. The proposed hirer is aware of this requirement and has had preliminary discussions, via Visit London, with the Central London Operational Planning Group.

## **8. Chief Financial Officer Comments**

8.1. The service has an income target of £150k for this site. In recent years, due to a decline in events held in the park, this has been unachievable and has resulted in a pressure for the Business Unit. This event could generate sufficient income to achieve this target or possibly even exceed it.

## **9. Head of Legal Services Comments**

9.1. The Council has the power under section 145 of the Local Government Act 1972 (LGA, s.145) to arrange for provision of entertainments of any nature and to set apart part of a Council owned park for this purpose.

9.2. The Council may also agree terms with another person for such use of any of its parks. The Council's power to do so has been delegated to the Assistant Director / Recreation Services under the Scheme of Delegation in the Council's Constitution (Appendix E, Section 6, pg. 6).

9.3. The Assistant Director may only act with express Cabinet Member approval in certain cases including where 10,000 persons are to attend the entertainment per day. In exercising this delegated authority, the Cabinet Member and Assistant Director would be expected not to act contrary to existing Cabinet policy.

9.4. The proposed Olympic themed event subject of this report involves a departure from Cabinet's existing events policy for use of Finsbury Park. Cabinet must therefore approve departure from the policy to allow the application to proceed under delegated authority.

9.5. The proposed decision to vary the existing policy is a Key Decision as it is likely to have a significant effect on communities living or working in more than 2 of the borough's wards. One factor in this is that substantial public interest is likely.

9.6. A Key Decision should not normally be taken unless it is in the Forward Plan. Where this is impracticable, this requirement may be waived by following the General Exception Procedure. Recreation Services have confirmed their intention to use this procedure.

9.7. It should be noted that exercise of the Council's power as land owner to approve the application for use of the park would not in any way limit the Council's exercise of its licensing powers in relation to the proposed event.

9.8. Provided the General Exception Procedure has been followed, there are no legal reasons preventing approval of the recommendation in paragraph 4 of the report.

#### **10. Head of Procurement Comments –[Required for Procurement Committee]**

10.1. n/a

#### **11. Equalities & Community Cohesion Comments**

11.1. The proposed event will showcase the cultural best of one of the competing Olympic nations. The event will be all inclusive celebrating the country and its people and will attract visitors from a diverse, international heritage.

11.2. Outreach work promoting the event and the country will be done both pre and post event with schools and community groups across all the equalities strands.

11.3. The service has a long and successful history of working towards achieving equal opportunities for all the diverse communities, and will actively encourage and work closely with partners to achieve the same standards for this event.

#### **12. Consultation**

12.1. Local ward councillors, together with the Friends of Finsbury Park and the Cabinet Member for Adult & Community Services are consulted as part of the formal application process for large scale events.

12.2. Public notices are posted in the park as part of the licensing application process.

12.3. The promoter has also show its commitment to working with local stakeholders and agencies in lead up to the event in 2012.

#### **13. Service Financial Comments**

13.1. The proposal will assist in bridging the concert income shortfall (nearly £100k based on past years) and release budget pressures imposed upon other services.

#### **14. Emergency Planning Comments**

14.1. The London Event Coordination Calendar is the mechanism for ensuring that major events during the Olympic period are known to the emergency services, so that they can be policed and managed effectively to ensure that they pass off as safely as possible.

14.2. The Emergency Planning and Business Continuity Team will put in place arrangements to ensure that this event is linked into the wider Olympic coordination structures.