

## **Maidstone Borough Council**

### **Environment and Leisure Overview and Scrutiny Committee**

**Tuesday 25 November 2008**

#### **Radio One Big Weekend – Lessons Learnt**

**Report of:** Overview & Scrutiny Officer

#### **1. Introduction**

- 1.1 At its meeting on 7 July 2008, the Environment and Leisure Overview and Scrutiny Committee set its work programme and agreed to carry out a review of the lessons learnt from the Radio One Big Weekend. The relevant extract from the minutes of the meeting is as follows:

*"Members resolved that lessons from the big weekend would be a useful one-off review. The Committee noted the success of the Big Weekend but considered that it would be useful to collate information on what the public believed could have been managed better in order to inform the management of future events. Members considered the possible issues that could be addressed included:*

- *Litter (both the management of the litter collection and the possibility of this being recycled);*
- *The impact on Mote Park; and*
- *The impact on Maidstone."*

- 1.2 The following witnesses will be in attendance at the meeting:

- The Deputy Chief Executive, Trevor Gasson; and
- The Head of Communications, Roger Adley.

#### **2. Radio One Big Weekend**

- 2.1 The Radio One Big Weekend is Europe's biggest free ticketed event. It is the first British music festival of each year and attracts popular UK and worldwide artists.
- 2.2 The 2008 Radio One Big Weekend took place in Mote Park on 10-11 May 2008 and saw over 30,000 event-goers attend. Madonna and The Kooks headlined the festival.
- 2.3 518,000 people across the UK applied for tickets. Tickets were weighted to distribute 45% of tickets to residents of the Maidstone Borough.
- 2.4 Maidstone Borough Council paid approximately £43,000 towards its part in the Big Weekend. The BBC, in comparison, revealed that the total costs for them amounted to approximately £1.4 million.

- 2.5 Regular noise monitoring was carried out at Mote Park and in the surrounding roads to ensure that noise was always below the noise pollution levels set by the Council.
- 2.6 The Council's litter pickers worked round the clock to clean up the park and nearby streets, to make sure it was clean and tidy for Monday morning.
- 2.7 The Radio One Big Weekend Fringe Festival took place on 5-8 May in venues across Maidstone. The Fringe Festival celebrated the local music scene, ranging from guitar bands through to bedroom DJs.

### **3. Recommendation**

- 3.1 Members are recommended to interview the Deputy Chief Executive and the Head of Communications with regard to 'Radio One's Big Weekend' and lessons learnt for future events. Areas of questioning could include, but are not limited to:
  - Safety;
  - Costs and Funding;
  - Traffic;
  - Licensing;
  - Litter;
  - Publicity;
  - Residents Views;
  - Impact on Tourism;
  - An Events Strategy; and
  - Opportunities for Future Events.