



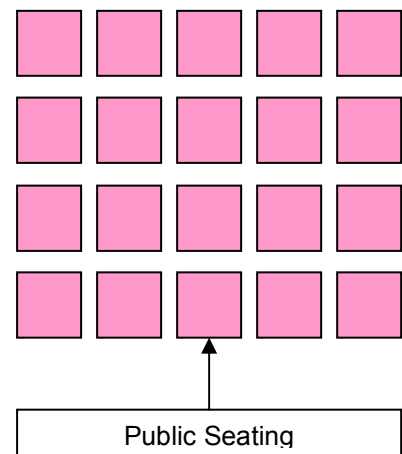
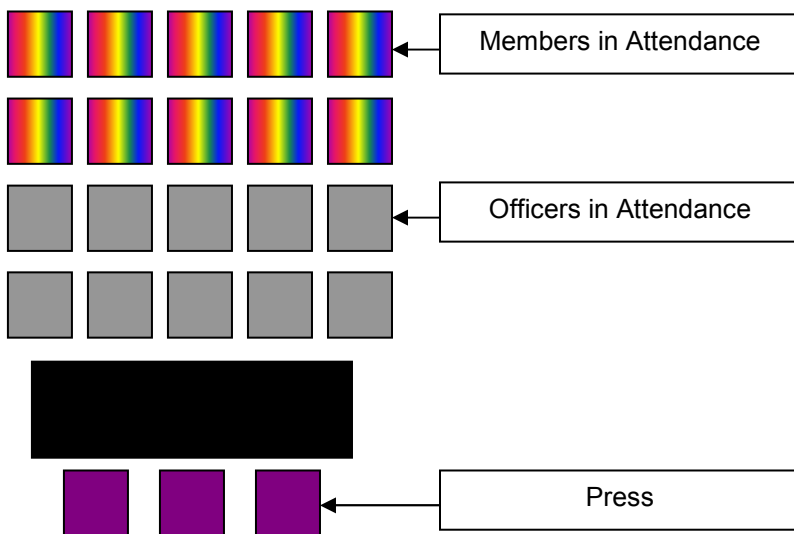
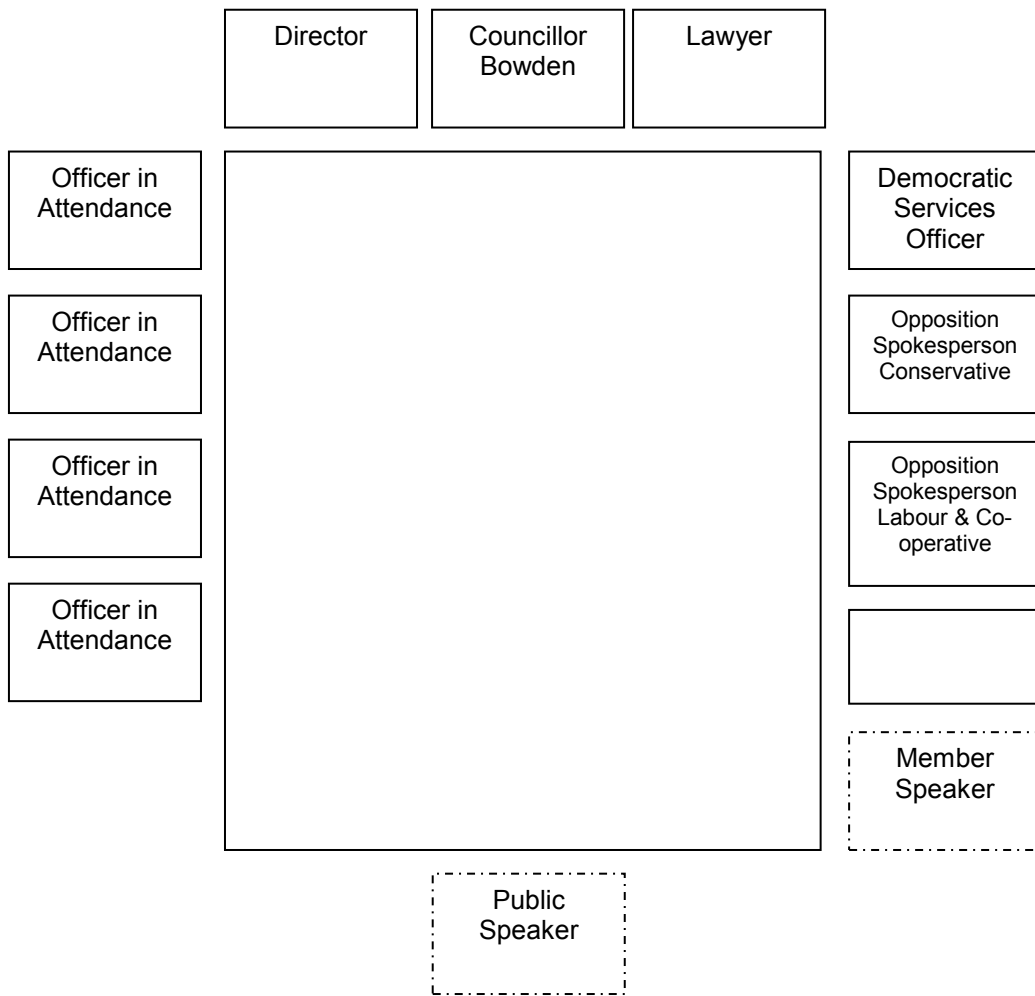
Brighton & Hove
City Council

Cabinet Member Meeting

Title:	Culture, Recreation & Tourism Cabinet Member Meeting
Date:	6 March 2012
Time:	4.00pm
Venue	Council Chamber, Hove Town Hall
Members:	Councillor: Bowden (Cabinet Member)
Contact:	Penny Jennings Democratic Services Officer 01273 291065 penny.jennings@brighton-hove.gov.uk

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Democratic Services: Meeting Layout



AGENDA

Part One

Page

62. PROCEDURAL BUSINESS

- (a) Declarations of Interest by all Members present of any personal interests in matters on the agenda, the nature of any interest and whether the Members regard the interest as prejudicial under the terms of the Code of Conduct.
- (b) Exclusion of Press and Public - To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

NOTE: Any item appearing in Part 2 of the Agenda states in its heading either that it is confidential or the category under which the information disclosed in the report is exempt from disclosure and therefore not available to the public.

A list and description of the categories of exempt information is available for public inspection at Brighton and Hove Town Halls.

63. MINUTES OF THE PREVIOUS MEETING

1 - 12

Minutes of the Meeting held on 6 December 2011 (copy attached).

64. MINUTES OF SPECIAL MEETING

13 - 20

Minutes of the Special Meeting held on 7 February 2012 (copy attached)

65. CABINET MEMBER'S COMMUNICATIONS

66. ITEMS RESERVED FOR DISCUSSION

- (a) Items reserved by the Cabinet Member
- (b) Items reserved by the Opposition Spokespersons
- (c) Items reserved by Members, with the agreement of the Cabinet Member.

NOTE: Public Questions, Written Questions from Councillors, Petitions, Deputations, Letters from Councillors and Notices of Motion will be reserved automatically.

67. PETITIONS

21 - 22

Report of the Strategic Director, Resources (copy attached).

68. PUBLIC QUESTIONS

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

(The closing date for receipt of public questions is 12 noon on 28 February 2012)

The following questions were received prior to publication of the agenda:

(a) "At the Cabinet meeting in December I presented on behalf of the "Save Saltdean Lido Campaign" and the local community a clear mandate asking the Council to seek to negotiate a surrender of the lease and if no agreement is made by the end of February, seek to take back the lease via CPO with legal papers served on 1 March. Please can the Council provide a detailed update on whether they have acted on the instructions of local residents."

Rebecca Crook

(b)" The last meeting of this Committee approved the introduction of monitoring arrangements of the Lido pools during the next season. Please can you tell us what items the monitoring will cover and how monitoring will be implemented?"

Bridget Fishleigh

69. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 28 February 2012)

No deputations received by date of publication.

70. LETTERS FROM COUNCILLORS

No letters have been received.

71. WRITTEN QUESTIONS FROM COUNCILLORS

No written questions have been received.

72. NOTICES OF MOTION

No Notices of Motion have been received by the date of publication.

73. OPERATION OF SALTDEAN LIDO

Report of the Strategic Director, Communities (copy circulated separately)

Contact Officer: Ian Shurrock Tel: 29-2084

Ward Affected: Rottingdean Coastal

74. PRIDE FESTIVAL EVENTS 2012

Report of the Strategic Director, Communities (to follow)

Contact Officer: Jayne Babb Tel: 29-2730

Ward Affected: All Wards

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

75. OUTDOOR EVENTS POLICY **23 - 58**

Report of the Strategic Director, Communities (copy attached)

Contact Officer: Ian Shurrock *Tel:* 29-2084

Ward Affected: All Wards

76. ROYAL PAVILION AND MUSEUMS' RENAISSANCE **59 - 64**

Report of the Strategic Director, Communities (copy attached)

Contact Officer: Janita Bagshawe *Tel:* 29-2840

Ward Affected: All Wards

77. ART UP INTERREGS PROJECT BID **65 - 68**

Report of the Strategic Director, Communities (copy attached)

Contact Officer: Sally McMahon *Tel:* 29-6963

Ward Affected: All Wards

78. UPDATE ON 2012 AND DIAMOND JUBLIEE CELEBRATIONS **69 - 74**

Report of the Strategic Director, Communities (copy attached)

Contact Officer: Paula Murray *Tel:* 29-2536

Ward Affected: All Wards

PART TWO

79. UPDATE ON 2012 AND DIAMOND JUBLIEE CELEBRATIONS

Presentation on behalf of the Strategic Director of Communities - Exempt under Paragraphs 2 and 3 of the Local Government Act 1972

Contact Officer: Paula Murray *Tel:* 29-2536

Ward Affected: All Wards

80. PRIDE FESTIVAL EVENTS 2012

Report of the Strategic Director of Communities – Exempt under Paragraphs 2 and 3 of the Local Government Act 1972
(to follow) (circulated to members only)

Contact Officer: Jayne Babb *Tel:* 29-2730

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

The City Council actively welcomes members of the public and the press to attend its meetings and holds as many of its meetings as possible in public. Provision is also made on the agendas for public questions to committees and details of how questions can be raised can be found on the website and/or on agendas for the meetings.

The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fifth working day before the meeting.

Agendas and minutes are published on the council's website www.brighton-hove.gov.uk. Agendas are available to view five working days prior to the meeting date.

Meeting papers can be provided, on request, in large print, in Braille, on audio tape or on disc, or translated into any other language as requested.

For further details and general enquiries about this meeting contact Penny Jennings, (01273 291065), email penny.jennings@brighton-hove.gov.uk or email democratic.services@brighton-hove.gov.uk

Date of Publication - Monday, 27 February 2012

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 63

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

4.00pm 6 DECEMBER 2011

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillor Bowden (Cabinet Member)

Also in attendance: Councillor: Brown, Spokesperson, Conservative Party and Councillor Fitch, Opposition Spokesperson, Brighton Labour and Co-operative Party

PART ONE

30. PROCEDURAL BUSINESS

30(a) Declarations of Interests

30.1 There were none.

30(b) Exclusion of Press and Public

30.2 In accordance with section 100A of the Local Government Act 1972 ("the Act"), the Cabinet Member considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the business to be transacted or the nature of the proceedings, that if members of the press and public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A(3) of the Act) or exempt information (as defined in section 100I(1) of the Act).

30.3 **RESOLVED** - That the press and public be not excluded from the meeting during consideration of any item on the agenda.

31. MINUTES OF THE PREVIOUS MEETING

- 31.1 **RESOLVED** – That the minutes of the Culture, Recreation & Tourism Cabinet Member Meeting held on 6 September 2011 be agreed and signed by the Cabinet Member as a correct record of the proceedings.

32. CABINET MEMBER'S COMMUNICATIONS

Royal Pavilion and Museum Services

- 32.1 It was noted that EU funding had just been granted to the Council for its "Great War Between the Lines" project.

Ice Rink at Royal Pavilion

- 32.2 The Royal Pavilion Ice Rink had returned on the 12 November and would continue until 22 January 2012. Once again it was proving very popular and successful and its appearance and layout had been improved upon from the previous year.

Admissions

- 32.3 Visitor numbers across all sites had continued to rise. The service had had 489,000 visits so far that year an increase of 42,000 on 2010. Hove Museum had had its busiest first 7 months since 2004 thanks to the success of family events with 5,400 visits to the popular "Robots" exhibition in October alone.

Royal Pavilion and Museums Foundation

- 32.4 Membership was on target to reach 3,000, up from 1,000 a year ago. The fundraising team had raised over 170,000 in quarters one and two.

Smartphone App

- 32.5 The Royal Pavilion and Museum had launched its app in mid October. Developed by local business Surface Impressions, it had already been downloaded some 500 times. The city museum service was one of only a few in the UK to have an app.

Sports

City Sports and Physical Activity Awards

- 32.6 The fourth City Sports and Physical Activity Awards had been held At the Amex Community Stadium in October. The awards were sponsored by Freedom Leisure and NHS Brighton and Hove, a successful showcase for the many performances and contribution that were made by the city's athletes, voluntary coaches and administrators.

Run the World

- 32.7 "Run the World" a new running event for primary school children had been held in Hove Park, Preston Park and East Brighton Park in October. In total 4238 children from 23

primary schools had each run 1km. The event had been organised by Grounded Events who also organised the Brighton Marathon.

Culture

Cine City

32.8 The city's film festival had taken place in November this had been the ninth festival and there had been a wide ranging and impressive programme. Oska Bright had also taken place in November, a festival of short films and digital media made by people with learning disabilities. This had been the fifth edition of this international film festival which had been held over three days.

32.9 A new initiative for the city was 16 days a programme of events to mark the international day for the elimination of violence against women which had run from 25 November to 10 December.

32.10 Following the success of the recent "White Night" event, a review was being undertaken to seek to effect further improvements for future events.

Tourism

VisitBrighton Convention Bureau

32.11 The Cabinet Member was pleased to be able to report that Visit Brighton Convention Bureau had recently won the Best Use of Budget Award at the Meetings Industry Marketing Awards, for its Brighton UnConventional Farm Trip, beating Banks Sadler, Kuala Lumpur Convention Centre and QMH Hotels. Brighton and Hove had also been runner up in the Sunday Times Travel Magazine Readers Award 2011, for UK City Break category, beaten only by London and Edinburgh.

Libraries-News of Another Ward

32.12 Council Connect, a new service operation in community libraries, had recently scooped top prize in the "innovation and progress" category of the Guardian's Public Services Awards.

33. ITEMS RESERVED FOR DISCUSSION

33.1 RESOLVED - That all items be reserved for discussion.

34. PETITIONS

(i) Petition – "The Future of Saltdean Lido"

34.1 The content of the petition in relation to the combined paper and petition entitled "The Future of Saltdean Lido" containing 2,913 signatures, presented at Council on 20 October 2011 was received and noted. An extract of the minutes of Council was appended to the agenda.

34.2 **RESOLVED** – That the content of the petition be received and noted.

35. PUBLIC QUESTIONS

35.1 There were none directly, but the Cabinet Member had agreed in advance of the meeting that he would allow all interested parties to speak for a period not exceeding 3 minutes in relation to the report in relation to the “Operation of Saltdean Lido” set out at Item 40 below.

36. DEPUTATIONS

36.1 The Cabinet Member considered a the content of two deputations in relation to two deputations in relation to Saltdean Lido presented at Council on 20 October 2011. The deputations had been presented by:

Simon Kirby MP; and
Mr T Frisby

36.2 An extract from the minutes setting out the content of both deputations and the response given by the Cabinet Member at Council were appended to the agenda for this meeting.

36.3 **RESOLVED** – That the contents of the deputations be received and noted.

37. LETTERS FROM COUNCILLORS

37.1 There were none.

38. WRITTEN QUESTIONS FROM COUNCILLORS

38.1 There were none.

39. NOTICES OF MOTION

39.1 There were none.

40. OPERATION OF SALTEAN LIDO

40.1 The Cabinet Member considered a report of the Strategic Director, Communities detailing issues in relation to the operation of Saltdean Lido. At full Council on 20 October 2011 a petition had been presented and two deputations received which had been received at items 33 and 36 on that days agenda and had led to the issues raised being referred to the Cabinet Member Meeting. The Cabinet Member stated that he had agreed to permit individuals representing interested parties to speak for a period not exceeding three minutes in order to give their perspective. He understood that the issues were complex and were potentially emotive. However, he urged all parties to treat each other with respect.

- 40.2 Before proceeding to consideration of the report each of the following spoke in respect of Saltdean Lido. It was noted that the lessee Mr Audley, on behalf of the lessee company, had been invited to attend that day's meeting but had been unable to attend and had circulated a note which had been circulated in his absence and would be appended to the approved minutes.

Councillor David Smith

- 40.3 Councillor Smith spoke in his capacity as a Local Ward Councillor also on behalf of his ward colleague Councillor Mears. He was aware of the on-going discussions which had taken place since 2002. During that time notwithstanding that the Council had made it clear that the site should be retained for sporting and community use the lessee had repeatedly failed to maintain the building to and to honour the terms of the lease. This matter needed to be progressed as a matter of urgency .If negotiations could not be successfully concluded with the lessee he urged that action should be taken by the Planning Committee under the Planning (Listed Buildings and Conservation Areas) Act 1990.

Ms Rebecca Crook, "Save Saltdean Lido"

- 40.4 Ms Crook spoke on behalf of "Save Saltdean Lido Campaign", She explained that this unique listed building of its period, was now on the English Heritage "Buildings at Risk" Register. A meeting had been held the previous Sunday attended by 250 people all of whom had expressed support for urgent measures to protect and preserve the designated use of the building. The level of affection and support for the building was evidenced by the fact that the recent petition to the Council had contained the largest number of signatures ever. There was a tremendous sense of frustration that the Council had been unable to progress the matter more rapidly and there was now a tremendous sense of urgency to progress improvements and to ensure that the Lido was open for the requisite number of days each year.
- 40.5 The "Save Saltdean Lido" team had a devised a robust and viable business plan for operation of the Lido and would be happy to enter into detailed discussions with the Council to that end. Mr Audley, on behalf of the lessee was not present that day and to them that spoke volumes. There was a need for urgent action and it was disappointing that a further delay was likely if a further report would not be brought before the cabinet member until the next scheduled cabinet member meeting in March 2012.

Mr L O'Connor, Saltdean Resident's Association

- 40.6 Spoke on behalf of members of Saltdean Residents Association. The Head Lessee had repeatedly flouted their obligations in terms of maintenance of this facility for a long time and urgent action was required. The various options to the Council were noted and in the event that all else failed their preference would be for the building to be compulsorily purchased.

Mrs L Lee, Saltdean Community Association

- 40.7 Mrs Lee spoke on behalf of the Saltdean Community Association. Whilst in agreement that the matter needed to be progressed she was also aware of the legal processes which needed to be observed. Regular weekly events took place at the Lido with use for other occasional events as well. The SCA had limited financial means at their disposal but had nonetheless been instrumental in helping to keep the Lido in use. Feelings were running very high and the views put by representatives of "Save Saltdean Lido" were not the only ones which needed to be considered. Some members of the Community Association had been subjected to considerable personal unpleasantness and this was regrettable as all local groups and those representing the wider community had a common interest and goal.
- 40.8 The Saltdean Community Association wished to facilitate and support an early and appropriate resolution of the current problems.

Discussion and Debate

- 40.9 The Cabinet Member noted all that had been said, also noting that the building and the resource which it provided was treasured by many and considered it important that the local community groups worked together rather than in competition with one another.
- 40.10 The Head of Planning Strategy explained the context of the buildings inclusion on the "Buildings at Risk" register and the time frame for any action being taken under planning legislation. It was important that the building was maintained to the appropriate standard so that it could then be removed from the register. However, whilst compulsory purchase might be a route it was a local planning authority consideration linked to whether or not the Planning Committee agreed to the service of a Section 48 Notice and then whether or not the Notice was complied with. This was a relatively lengthy process in view of the timeframes for compliance which were built into it.
- 40.11 The Principal Solicitor clarified that the length of the head lease was a key issue in that a long lease gave greater security to the head lessee and it was difficult for a landlord to secure forfeiture of a 125 year lease through court action. The position was further complicated by the provisions regarding contributions to be made by the Saltdean Community Association. The 3 options available to the Council were (a) to seek compliance with the lease, (b) to seek a negotiated surrender of the whole lease or part of the lease and (c) to seek to take back the lease through forfeiture or compulsory purchase. Option C represented the last resort as forfeiture proceedings were expensive and protracted and the court encouraged landlords and tenants to settle their differences by agreement. There was no quick or easy fix to this complex legal situation.
- 40.12 Councillor Fitch expressed concern at the potential further delay which might occur if a report was not put to Planning Committee at the earliest possible time seeking their agreement to service of a notice under section 48 of the Planning Act. Councillor Fitch requested the Cabinet Member to consider authorising such action at that day's meeting. The Cabinet Member stated however that he was mindful of the advice given by officers, both in the report before him and also orally at the meeting. Considerable action had already been taken by the Council and it was important to take the appropriate action in a structured and methodical way. The Council was anxious for progress to be achieved, however it needed to be recognised that this would not be a rapid process. There would be no undue delay as a further report would be submitted

to the next scheduled Cabinet Member Meeting on 6 March 2012 . He was therefore minded to agree the recommendations as set out in the report.

- 40.13 **RESOLVED** – (1) That the Cabinet Member for Culture, Recreation and Tourism notes the terms of the lease between the council as landlord and Power Fitness Limited (“PFL”) as the head lessee which operates the Lido complex and determines the action that can be taken by the council as landlord in respect of the facility;
- (2) notes that the council on 12th May 2010 served a notice under the lease requiring certain works to be carried out, that the lessee claims to have complied with that notice and that negotiations with the lessee in that regard are ongoing;
- (3) notes that the resolution of full Council at its meeting of 20th October 2011 includes reviewing the options available in relation to getting a resolution to the current impasse and the taking of early actions that would facilitate the repair and refurbishment of the Lido which do not prejudice the position of the Saltdean Community Association, who are tenants of PFL;
- (4) requests the local planning authority to consider whether or not action can be taken under sections 47 and 48 of the Planning (Listed Buildings and Conservation Areas) Act 1990;
- (5) approves the introduction of monitoring arrangements of the Lido pools during next season;
- (6) agrees that senior officers should continue to liaise with the local planning authority and seek a negotiated way forward with the lessee, including if satisfactory terms can be agreed, surrender of the head lease back to the council;
- (7) instructs officers to urgently seek a valuation of the Lido for surrender or compulsory purchase purposes; and
- (8) agrees that a further progress report should be brought to the next Culture Recreation & Tourism Cabinet Member Meeting unless a report can be taken sooner to Cabinet.

41. ROYAL PAVILION AND MUSEUMS' INTERREG IVA BIDS

- 41.1 The Cabinet Member considered a report of the Strategic Director, Communities stating that the City Council was in principle and pending funding agreement, a partner in three Interreg Iva projects via the Royal Pavilion and Museums. These were “Artistic Visions of the Channel and North Sea”, “Great War Between the Lines” and “Out of the Blue – Woad: Heritage and Creativity” (full details of each of these was set out in Appendix 1 to the report). The report sought endorsement of the Council’s participation in all three of the above Interreg Iva bids, should the applications for EU funding be successful.
- 41.2 Whilst welcoming the proposals Councillor Brown sought confirmation that they would proceed on the basis of matched funding being received. It was confirmed that this would be the case and that these projects would go forward on a pro rata basis if full

funding was not realised. Councillor Fitch asked whether the projects would be funded from revenue budgets rather capital and it was confirmed that they would.

- 41.3 **RESOLVED** - That the Cabinet Member for Culture, Recreation and Tourism endorses the city council to proceed with the Interreg IVa projects 'Artistic Visions of the Channel and North Sea', 'Great War Between the Lines', and 'Out of the Blue - Woad: Heritage and Creativity' should the bids be successful.

42. REVIEW OF VISIT BRIGHTON CONVENTION BUREAU CONFERENCE PARTNERSHIP

- 42.1 It was agreed by the Cabinet Member that in view of the volume of business to be transacted consideration of this item would be deferred for determination at a special Cabinet Member meeting to take place in January/February 2012.

43. SPECIAL EVENTS:MADEIRA DRIVE ROAD CLOSURES 2012

- 43.1 The Cabinet Member considered a report of the Strategic Director, Communities which set out the proposed programme of- special events on Madeira Drive in 2012 and sought approval for the associated road closures.

- 42.2 Councillors Brown and Fitch welcomed the report and were pleased to note that in addition to established events, there were also some new ones for 2012 including community charity events. It was noted in answer to questions that community events paid a reduced rate.

- 43 3 **RESOLVED** – That the Cabinet Member agrees the proposed programme of special events on Madeira Drive in 2012 and gives approval for the associated road closures.

44. EVENTS IN PARKS AND OPEN SPACES

- 44.1 The Cabinet Member considered a report of the Strategic Director, Communities requesting that landlord's consent be given for events in parks and open spaces in 2012.

- 44.2 Councillor Brown was pleased to note that the city had been chosen to host the Olympic torch on Hove lawns on Monday 16 July 2012. In answer to questions it was confirmed that Local Ward Councillors would be fully consulted in relation to the proposed "Barricade" event to be held in Hove Park on 5 May 2012, especially in relation to the car parking arrangements to be put into place.

- 44.3 **RESOLVED** – (1) That the Cabinet Member for Culture, Recreation and Tourism approves the events listed in the report;

(2) Authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate;

(3) Approves the proposal regarding Hove Lawns - not to use the eastern most lawn for staging events in 2012 other than the two events specifically referred to in 3.2; and

(4) Authorises the Strategic Director: Communities, after consultation with the Cabinet Member for Culture Recreation & Tourism, to make any alterations to the events programme as necessary and to approve new applications in accordance with the Outdoor Events Policy

45. BEACH CHALET CONSULTATION

- 45.1 The Cabinet Member considered a report of the Strategic Director , Communities which provided an update on the consultation undertaken on the letting policy for beach chalets at Ovingdean, Rottingdean, Saltdean, Madeira Drive and Hove Seafront. This report was one of several that were being considered in relation to fees and charges for the next financial year (2012/13) across the wide range of services within the cabinet member's portfolio. For the financial year 2013/14 an overall review would be undertaken with the wide range of fees and charges considered together rather than individually.
- 45.2 Councillor Brown enquired why the charges for chalets in Hove were higher than at other locations in the city. It was explained that they had the benefit of superior facilities e.g. electricity and running water.
- 45.3 In answer to further questions it was clarified that the levels of fees suggested were intended as a means of facilitating a fairer means of allocating chalets in future. It was also noted that the waiting list for all chalets had been closed for a long while.
- 45.4 **RESOLVED** - (1) That the Cabinet Member for Culture, Recreation and Tourism notes the results of the consultation exercise on amending the policy for letting beach chalets to existing tenants.
- (2) That the Cabinet Member for Culture, Recreation and Tourism does not change at the present time the existing policy for letting beach chalets to existing tenants that are residents of Brighton and Hove. This will be reviewed in one year to assess whether the price increases in recommendations (3) and (4) have increased the movement in the waiting lists.
- (3) That the Cabinet Member for Culture, Recreation and Tourism approves a proposed 10 % increase in the annual rents for chalets for tenants that are residents of Brighton & Hove.
- (4) That the Cabinet Member for Culture, Recreation and Tourism approves a rental charge for chalets for tenants that are not residents of Brighton & Hove that is 20% higher than for residents with existing tenancies.
- (5) That the Cabinet Member for Culture, Recreation and Tourism approves a proposed increase of 5% for tenants on fixed term tenancies; and
- (6) That the Cabinet Member for Culture, Recreation and Tourism does not introduce an annual lottery draw for chalet tenancies.

46. SEAFRONT FEES AND CHARGES

- 46.1 The Cabinet Member considered a report of the Strategic Director, Communities setting out the proposed rent increase to the annual ground rent for beach huts along Hove seafront, the beach hut transfer administration fee and for fishing lockers and boat licenses on both Brighton and Hove beaches. The proposed fees and charges to passengers using the Volks Railway were also set out.
- 46.2 It was explained in answer to questions that over the coming year means by which the operation of the Volks Railway could be enhanced which might also support opportunities for income growth would be explored.
- 46.3 **RESOLVED** - That the Cabinet Member for Culture, Recreation and Tourism agrees the fees and charges as set out in this report.

47. SPORT FACILITIES CONTRACTS: FEES AND CHARGES 2012//13

- 47.1 The Cabinet Member considered a report of the Strategic Director, Communities setting out the proposed fees and charges for 2012/13 for the Sports Facilities Management Contract with Freedom Leisure and the Golf Courses Management Contract with Mytime Active. For the financial year 2013/14 an overall review would be undertaken with the wide range of fees and charges considered together rather than individually. The intention being to achieve a more consistent approach to the increases proposed across a wide range of services.
- 47.2 Councillor Brown whilst generally supporting the levels of fees proposed considered that those proposed for Hove Park appeared high and hoped that this would not result in a fall in Membership. It was explained that these reflected the quality of the facilities available and that a very positive meeting had taken place in relation of the levels of charges proposed. It was also noted that the charges, including those for season tickets in respect of Hollingbury Park Golf Course reflected the high standards of that course. In considering the levels of fees proposed research was carried out regarding fees charges by other authorities for comparable facilities. The quality and cost of city facilities compared very favourably with those charged by other authorities.
- 47.3 **RESOLVED** (1) That the Cabinet Member approves the proposed fees and charges for 2012/13 for the Sports Facilities Management Contract; and
- (2) That the Cabinet Member approves the proposed fees and charges for 2012/13 for the Golf Courses Management Contract.

48. LIBRARIES FEES AND CHARGES

- 48.1 The Cabinet Member considered a report requesting his agreement to the fees and charges for Libraries Services for 2012-13.
- 48.2 Under the Corporate Fees and Charges Policy, the Council was required to carry out an annual review in line with policy. It was proposed to make only limited changes to fees and charges for 2012, because substantial changes had been made two years previously and to reflect the fact that current economic position for some residents of the city remained volatile.

The annual increases in income targets for inflation, together with other service pressures, would be met through a mixture of increased income from fees and charges and improved performance in relation to the room hire and retail offer.

- 48.2 Councillor Fitch considered that there were a number of germane issues in relation to fees and charges, stating that he would reserve any comments he might wish to make until this and other fees and charges reports were considered by full Cabinet.
- 48.3 **RESOLVED** - That the Cabinet Member for Culture, Recreation and Tourism agrees the Libraries Fees and Charges proposals for 2012-13.

49. VENUES: FEES AND CHARGES

- 49.1 The Cabinet Member considered a report of the Strategic Director, Communities proposing that he agree the fees and charges for 2012-13. for the Brighton Centre, Hove Centre and Royal Pavilion and Museums hires. This report was one of several considered in relation to fees and charges for the 2012/13 financial year across the wide range of services within the Cabinet Members portfolio. Whilst services were positively engaged in collaborative working, currently each report had been considered individually and recommendations made in relation to the specific issues of the services being provided.
- 49.2 For the financial year 2013/14 an overall review would be undertaken with the wide range of fees and charges considered together rather than individually. The intention was to achieve a more consistent approach to the increases that were proposed across the wide range of services.
- 49.3 **RESOLVED** – (1) That the Cabinet Member approves the Fees and Charges as shown in Appendices 1 (Hove Centre) and 2 (Brighton Centre) and 3 (Royal Pavilion and Museums) in order that they can be incorporated into the 2012/13 Revenue Budget and Venues and Royal Pavilion and Museums' Business Plan; and
- (2) In addition, the Cabinet Member authorises officers to negotiate with each hirer in order to secure the event, maximise revenue to both the service and the economic impact to the city.

The meeting concluded at 5.40pm

Signed

Chair

Dated this

day of

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 64

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

4.00pm 7 FEBRUARY 2012

THE COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillor Bowden (Cabinet Member)

Also in attendance: Councillors Brown and Fitch

PART ONE

50. PROCEDURAL BUSINESS

50(a) Declarations of Interests

50.1 There were none.

50(b) Exclusion of Press and Public

50.2 In accordance with section 100A of the Local Government Act 1972 ("the Act"), the Cabinet Member considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the business to be transacted or the nature of the proceedings, that if members of the press and public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A(3) of the Act) or exempt information (as defined in section 100I(I) of the Act).

50.3 **RESOLVED** - That the press and public be not excluded from the meeting during consideration of any item on the agenda.

51. CABINET MEMBER'S COMMUNICATIONS

Royal Pavilion and Museum Services

- 51.1 It was noted that the Arts Council England was going to award the Royal Pavilion and Museums approx £2.5m for 2012-15 through the Renaissance Programme (exact figure subject to negotiation). A more detailed report would be brought to the next Cabinet Member meeting on 6 March with details of the work it would support.
- 51.2 It was noted that the DCMS/Wolfson Museums & Galleries Improvement Fund had awarded £100,000 for a gallery refurbishment in Brighton Museum & Art Gallery, which would allow for fast changing displays of the permanent collections.
- 51.3 The Cabinet Member explained that the Royal Pavilion and Museum &M) had successfully bid at auction for a Turner watercolour – which features the Pavilion, The Chain Pier at Brighton (1824/5). It had been purchased with a significant grant from the Heritage Lottery Fund who had helped secure the picture for the city and nation, plus an award from the Art Fund and a generous donation from an anonymous RP&M Foundation Patron. The painting had been in a private collection & unseen by public for a century and would go on show soon after it arrived in the city for a short time and would form the centrepiece of a new temporary exhibition at the Pavilion in 2013, which will explore the town's development in the early 19th century and the important relationship played by the Pavilion in Brighton's development. Whilst relatively small at 15.2cm by 22.9cm, the painting was delightful and it was wonderful that this opportunity had arisen to add a work of this significance to the city's public collections).

Sports and Leisure

King Alfred Leisure Centre

- 51.4 The Cabinet Member explained that work was progressing well on the full refurbishment of the swimming pool changing rooms at the King Alfred Leisure Centre. The changing rooms had been cleared and work had commenced on replacing the drains which are a key issue to assist with improving the cleanliness of the area. The refurbishment was scheduled to be completed by the end of April and would include full replacement of the cubicles, lockers and showers. The opportunity had also been taken to improve the accessibility of the changing facilities to benefit all users including those with a severe disability. Swimmers had welcomed the provision of temporary changing facilities which had enabled disruption to the service to be kept to a minimum.

Saltdean Lido

- 51.5 Further to the report on the Operation of Saltdean Lido at the December Cabinet Member Meeting a range of actions had been taken which had included:

1. Meeting with the lessee.
2. In response to a letter sent to the lessee urging the company to negotiate the terms of an agreed surrender of the lease, the lessee's solicitors have responded that they will actively consider this and a meeting is to be arranged in early course.
3. Appointment of an external valuer, who would produce a full valuation report regarding the likely surrender value of the leasehold interest and the value likely to be assessed if the local planning authority was to seek to make a compulsory purchase order.

4. Liaison with Saltdean Community Association, as actions undertaken by the council were intended not to prejudice the position of the SCA.

Related activity from the local planning authority included:

1. Appointment of a surveyor to see if there was any scope for the service of a Listed Building Repairs Notice.
2. There had been an inspection by the surveyor and a warning letter would be issued. If reasonable steps were not taken by the lessee the Planning Committee would consider what further action would be appropriate.
3. A meeting had been held with the lessee regarding a proposed development and the proposals had not been favourably received.
4. These actions will be referred to in the report coming to the next scheduled Cabinet Member Meeting to be held in March.

Culture

Brighton Festival

- 51.6 It was noted that the Brighton Festival would launch later that month with the programme due out February 22. Vanessa Redgrave had been appointed as artistic director which was exciting news for the city and would further increase the profile and reputation of the Brighton Festival. The Fringe would also launch in February and the programme would be available February 20.

Tourism

Works to the Brighton Centre

- 51.7 The Cabinet Member explained that works to the front elevation of the Brighton Centre were due to be completed in 2 weeks. Business continuity had been maintained throughout the build project. Highlights of the works had included the Installation of new efficient lighting system in the Auditorium which it had been projected could save up to 41K p.a. in electrical consumption. Also, a new efficient Ground Floor LED lighting system, saving £14Kp.a. and a semi waterless urinal system were being installed. Projected saving of 40 cubic meters of water per day which could give a potential saving of £15K p.a.

Conferencing news

- 51.8 It was noted that VisitBrighton had secured the Labour Party Conference for September 2013. It was estimated that this would bring an estimated £20m to the local economy attracting over 8000 delegates and visitors. The Convention Bureau had handled 122 conference enquiries in 2011, a 13% increase on 2010. Total conference bookings made by VisitBrighton in 2011 would bring £58 million to the economy in future years. In

addition, 28 major conferences or events booked for 2012 and were expected to attract more than 30,000 delegates. Most of these would be staying or using the Brighton Centre, with others at Brighton Dome, Hilton Brighton Metropole, The Grand, Thistle and the Holiday Inn. The biggest conference in 2012 would be the Liberal Democrats' party conference, in late September, which was expected to attract 8,000 people and bring in £15 million. Other bookings include the TUC Annual Congress in mid- September bringing 2,000 delegates and the Unison Health Conference in April, bringing 1,500 people.

VisitBrighton sign up 400th Partner

51.9 With 400 Partners, VisitBrighton's Partnership had grown by nearly 10% on 2012 and over 32% since 2009. Although not the largest membership scheme in the country, for a city of its size it was remarkably successful. Manchester, with a city population nearly double that of Brighton & Hove, (465,000), and with more than 2.5m living in the Greater Manchester area, only had around 350 members of their VisitManchester scheme. Even Liverpool, which was a similar size, only has just over 500 members. The Partnership scheme brought in around £117K in income which was ring-fenced for marketing activity.

Libraries

51.10 The Cabinet Member explained that he had attended an excellent workshop on the forthcoming Libraries Plan with his colleagues the previous month. He believed there would be a full report on that to the relevant Scrutiny Committee in March. He considered it was very productive to have round the table with colleagues in order to discuss in detail important plans such as this and would like to thank the Scrutiny Committee for proposing and holding this useful session.

51.11 **RESOLVED** – That the Cabinet Members Communications be received and noted.

52. ITEMS RESERVED FOR DISCUSSION

52.1 RESOLVED – That all items be reserved for discussion.

53. PETITIONS

53.1 There were none.

54. PUBLIC QUESTIONS

54.1 There were none.

55. DEPUTATIONS

55.1 There were none.

56. LETTERS FROM COUNCILLORS

56.1 There were none.

57. WRITTEN QUESTIONS FROM COUNCILLORS

57.1 There were none.

58. NOTICES OF MOTIONS

58.1 There were none.

59. ECO TOURISM

59.1 The Cabinet Member considered a report of the Strategic Director, Communities outlining the council's commitment to developing, launching and delivering a successful strand of eco-tourism.

59.2 The Commissioner of Culture explained that Brighton and Hove was a successful tourist destination, the city had refreshed and renewed its visitor policy over a number of decades in order to create more jobs, to be competitive and to change the visitor profile. The development of a strand of eco-tourism as part of this strategy had been part of the city's aspiration to continually develop and refresh its offer. It also fell in line with the department's commitment to the Council's Corporate Plan. The report outlined the council's commitment to developing, launching and delivering a successful strand of eco-tourism.

59.3 In response to questions by Councillor Fitch the Strategic Director explained that camping and up market camp site options were being explored as much of the outer area of the city sat within the boundaries of the South Downs National Park which opened up a new range of opportunities for the city to explore in terms of its profile, identity and visitor offer. These potential opportunities were being pursued in concert with constant re-assessment of the city's offer overall. Councillor Fitch expressed concern however that statements appearing in the press appeared to indicate that the Council actively encouraged encampments within the city, this was unfortunate and residents in his ward had expressed concern in respect of this matter. The Cabinet Member stressed that a number of options were being explored to ensure that all possibilities of maximising the city's tourism offer were fully explored.

59.4 **RESOLVED** – That the Cabinet Member agrees to the launch, consultation around and implementation of an eco-tourism strand of activity for Brighton and Hove.

60. VISIT BRIGHTON CONVENTION BUREAU

60.1 The Cabinet Member considered a report of the Strategic Director, Communities seeking support of the Cabinet member to discontinue the fixed-fee conference partnership and to move to a commission-based model, with charges being levied on business placed in hotels and venues.

60.2 The Head of Recreation and Tourism explained that a consultation process had taken place with the effected business users and that they had supported this approach. Brighton and Hove had been one of very few, if not the only authority who had continued to operate a fixed fee model, this would bring them into line with other authorities. This

change would create a more equitable fee structure and would increase revenue to the service, which could also be off-set against savings targets.

60.3 Councillor Brown welcomed the report stating that it represented an appropriate way forward, as it was supported by partners it represented a “win win”. Councillor Fitch also supported the recommendations set out in the report, but sought clarification that fees were paid by hotels and others providing conference facilities not those using the facilities. It was confirmed that was the case.

60.4 **RESOLVED** – (1) That the Cabinet Member agrees that the fixed-fee conference partnership ceases;

(2) That a commission-based conference partnership model is approved and introduced from 1 April 2012; and

(3) That approval is given to charge partners commission on room hire and pre-booked food and beverage at a rate of 10% (exc VAT)

61. GHOST TRAIN : PUBLIC ART

61.1 The Cabinet Member considered a report of the Strategic Director, Communities describing the history of the council’s commitment to the public art scheme and the implications for the council of entering into an agreement with the Ghost Train artist, Jon Mills and Quoin Estates and Developments Ltd.

61.2 The Commissioner for Culture, explained that as part of the New England Quarter development a programme of public art commissions had been designed and fabricated by a team of two artists and a landscape designer, funded by Section 106 contributions. All of these commissions had been successfully installed except one piece of sculpture which was due to be installed in the urban greenway where the path met the old railway bridge. This piece “The Ghost Train” had received planning permission and had been built by a local metal worker, Jon Mills and was awaiting installation. As the piece would overhang the Network Rail owned bridge, the council needed to enter into a licence with Network Rail.

61.3 A presentation was given showing photographs of the sculpture during various stages of its production once completed and its intended location once installed. It was explained that it would be more appropriate to refer to the piece as the ghost “of” a train as it represented an old fashioned steam locomotive, the “Jenny Lind” and that it was not a solid structure, in order to allow the wind to pass through it in view of its relatively exposed position. The concept was that the train appeared to be barely there, the lighting would fade in and out, appearing and disappearing, creating a ghostly presence. At night the sculpture would be lit from below.

61.4 Councillor Fitch whilst generally welcoming the proposals expressed concern that it could potentially give rise to accidents as it could represent a distraction to drivers. He asked whether consideration could be given to moving it if that proved to be the case. It was confirmed that it could, but that very careful consideration had been given to the proposed location and advice sought in respect of this matter. As the piece would be lit

from below it was considered it would be unobtrusive to vehicles passing underneath and would not be a hazard.

61.5 Councillor Brown welcomed the proposals noting that the process had been lengthy in view of the negotiations involved and enquired how much longer it would take for the project to come to fruition. The Commissioner for Culture explained that the piece had been made and that once all of the necessary permissions were in place the sculpture could be installed with 2-3 months.

61.6 **RESOLVED** – That the Cabinet Member gives delegated authority for the Strategic Director, Communities to:

(a) enter into an agreement with the artist and Quoin Estates and Developments Ltd to provide for:

(i) the ownership of the Ghost Train to be transferred for nil consideration to the Council and

(ii) the Council to be indemnified in relation to any costs it incurs as a result of entering into the Licence with Network Rail referred to in (b) below; and

(b) enter into a licence with Network Rail to enable The Ghost Train to be installed on the listed railway bridge over New England Road when he is satisfied with the detailed provisions of that licence.

The meeting concluded at 4.55pm

Signed

Chair

Dated this

day of

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 67

Brighton & Hove City Council

Subject: Petition(s)
Date of Meeting: 6 March 2012
Report of: Strategic Director, Resources
Contact Officer: Name: Penny Jennings Tel: 29-1065
E-mail: Penny.jennings@brighton-hove.gov.uk
Key Decision: No
Wards Affected: Various

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

1.1 To receive any petitions presented at Council, any petitions submitted directly to Democratic Services or any e-Petition submitted via the council's website.

2. RECOMMENDATIONS:

2.2 That the Cabinet Member/Committee responds to the petition either by noting it or writing to the petition organiser setting out the Council's views, or where it is considered more appropriate, calls for an officer report on the matter which may give consideration to a range of options, including the following:

- taking the action requested in the petition
- considering the petition at a council meeting
- holding an inquiry into the matter
- undertaking research into the matter
- holding a public meeting
- holding a consultation
- holding a meeting with petitioners
- referring the petition for consideration by the council's Overview and Scrutiny Committee
- calling a referendum

3. PETITIONS

Petition title

3. (i) To receive the following e-Petition submitted via the council's website by Mchaela Oaten Begs containing 22 signatures

Freestyle Gyms for our Teenagers.

“We the undersigned petition the Council to provide indoor Freestyle Gyms for the teens of Brighton and Hove.

This is a city. Yet we all have to take our children to places like Crawley, Horsham, Bexhill or Basingstoke etc for them to have this facility. The facilities in these places are brilliant and put B&H to shame. This age group is the least catered for in this city.”

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 75

Brighton & Hove City Council

Subject:	Outdoor Events Policy		
Date of Meeting:	6th March 2012		
Report of:	Strategic Director : Communities		
Lead Cabinet Member:	Cabinet Member for Culture, Recreation & Tourism		
Contact Officer:	Name:	Ian Shurrock	Tel: 29-2084
	Email:	ian.shurrock@brighton-hove.gov.uk	
Key Decision:	Yes/	Forward Plan No: CRT27405	
Ward(s) affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Outdoor Events Policy was approved back in January 1998 and a Charging Policy specifically in relation to outdoor events was approved in October 2005. Both policies need to be reviewed to reflect the increased importance of outdoor events to the economy of the city, the increased demand from promoters to hold outdoor events in Brighton & Hove, and the increasingly difficult balance needed to maximise event benefits while minimising the challenges that are faced in holding events. There were over 250 approvals for outdoor events in 2011 ranging from small events on open spaces to large events such as the London to Brighton Bike Ride.
- 1.2 In addition, the council was the first local authority in the country to achieve the British Standard BS 8901 for Sustainable Events Management and the requirements of the standard need to be integrated within the Outdoor Events Policy.
- 1.3 The attractiveness of the city for outdoor events leads to a large number of events proposals which are often speculative but take up a lot of officer time to consider for approval.
- 1.4 The current economic climate has led increasingly to event organisers having funding for events reduced. Furthermore, agencies that incur costs when an event is held are also increasingly seeking to recover such costs. The viability of many outdoor events is therefore becoming a greater issue. The city has a strong reputation for partnership working to enable the benefits of outdoor events to be realised. The current economic climate makes such partnership working even more important to enable the outdoor events programme to be maintained and developed.

2. RECOMMENDATIONS:

That the Cabinet Member for Culture, Recreation and Tourism:

- 2.1 approves the Outdoor Events Policy attached in appendix 1.
- 2.2 approves the fees and charges for outdoor events for 2012/13 listed in appendix 2.

3. BACKGROUND INFORMATION

- 3.1 Outdoor events are at the heart of what makes Brighton & Hove such a distinctive dynamic city and are enjoyed by a great many of the city's residents and visitors. Outdoor events bring many benefits to the city but also present a range of challenges as highlighted below.

Benefits include:

- The creation of jobs through the contribution of outdoor events to the overall visitor economy which in 2010 was £732 million and 13,500 full time equivalent jobs. An independent economic impact study on the 2010 London to Brighton Veteran Car Run by the University of Brighton indicated a £1.1 million benefit to the city's economy. This benefit was achieved by the event attracting 66% of spectators from outside of Brighton & Hove of which 93% said they would watch again. Other examples include estimated economic impacts of £3.5 million from the Brighton Marathon and £20 million from the Brighton Festival.
- Developing a sense of community through both large scale events eg Burning the Clocks and the community events held across the city which bring local people together whether as participants or spectators.
- Promoting sport and physical activity which encourages regular participation and benefits the health and well-being of the city's residents. The Takepart Festival of Sport gives opportunities for people to try sports and then the chance to participate regularly throughout the year at local sports clubs.
- Raising the profile of the city at regional, national and international levels eg Brighton Festival. Outdoor events make a major contribution to the positive reputation of Brighton and Hove as a distinctive city with a cultural and sporting offer enjoyed by residents and visitors alike.
- Providing opportunities for local and national charities to raise funds through participants being sponsored to take part in events. The London to Brighton Bike Ride is a major fund raising event for the British Heart Foundation.
- The council receiving income from commercial events eg Ladyboys of Bangkok, which helps to support community events.

3.2 At the Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC) on 24th November 2011, Members recognised the benefits of outdoor events to the city as summarised above. In addition, the Scrutiny Committee endorsed the scope of the review of the Outdoor Events Policy to include the following challenges:

- Ensuring Safe Events

The enjoyment of outdoor events in a safe environment is of paramount importance and a multi-agency approach particularly for major events is undertaken in conjunction with the city's Safety Advisory Group. The Brighton Marathon was an event that was at least two years in the planning with a huge input from the emergency services before being approved.

- Outdoor Event Approvals

The popularity of the city leads to the number of event proposals exceeding the capacity of the city to stage such events particularly during the peak summer months.

The programme of outdoor events is approved at the Cabinet Member Meeting for Culture, Recreation and Tourism in December in respect of the following year. Due to the fluid nature of event proposals it is not possible to include all of the events in the report for that meeting. Therefore, further event proposals may be considered at later Cabinet Member Meetings or delegated powers used to approve events if appropriate. A proposal for an event may be referred to Cabinet if it is a large scale event being considered for inclusion in the programme for the first time. For example, the Shakedown Festival last year.

- Outdoor Event Venues

The council has licensed a range of parks and open spaces including the Old Steine, Seafront and Madeira Drive to hold events. These spaces are clearly identified as event spaces which is recognised as good practice to encourage community events. A balanced approach is required to prevent over use of these areas.

- Developing New Events

A regular calendar of outdoor events has developed over a considerable period of time which is the envy of many larger cities. However, the calendar should not be viewed as providing exclusivity for regular events at the expense of new proposals. For example, there are a series of running events held in the city and a balance is required to ensure the viability of existing events with new proposals.

There is a strong desire from event organisers for events to take place in the peak summer months. There is a challenge for the calendar of outdoor events to be spread even further throughout the year thus maximising the economic impact to the city.

- Impact On Transport

Brighton & Hove is a relatively compact city with particular transport challenges. The need for large outdoor events to have suitable traffic management plans is important to minimise the disruption to the city. Such events include the Children's Parade and the London to Brighton Bike Ride which all require significant road closures. Road closures and/or significant increases in pedestrian and vehicle traffic must be properly co-ordinated and inevitably cause disruption for local residents, businesses and local transport services sometimes for as much as an entire day. Parking and transport needs can include not only the participants and the spectators of the events themselves but also the parking requirements of the organisers eg use of the Level for parking for events organised in New Road.

- Sustainable Events

Obtaining the British Standard for Sustainable Events Management (BS 8901) in respect of outdoor events was a significant achievement by the council. However, 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. To ensure that continuous improvement takes place it is proposed that an Environmental Management System is developed via a partnership approach across council services with the following key benefits:

- Compliance with environmental and licensing legislation
- Environmental benefits eg waste and energy reduction
- Financial benefits eg reduced energy consumption
- Positive publicity and a new marketing tool for the council

- Motorised Events

The city has a rich history in the staging of motorised events including the internationally famous Veteran Car Run and the Speed Trials which was first held on Madeira Drive over a century ago. There is a challenge to ensure that the huge benefits of such events are maintained while every effort is made to ensure that negative environmental impacts are minimised.

- Damage to Infrastructure

Outdoor events do inevitably have an impact on grassed areas. A balance needs to be achieved between the use for events and maintenance of such open spaces, particularly where such areas have alternative uses for formal sport eg football pitches or casual recreation eg Hove Lawns. Access to

event areas also needs to be considered – for example, large lorries may increase wear and tear/damage access routes to the event location.

- Residents Access

Access to an event area is often restricted to residents during an event including the set up and take down times. For example, Hove Lawns during Paddle around the Pier. The inconvenience to residents who do not wish to attend the event can often be mitigated by good communication of when the event is taking place and the impact on access.

- In addition, the infrastructure required to hold an event and spectator parking can impact upon the normal means of access for members of the public either on foot or cycling. Such parking particularly in public spaces such as parks must be managed effectively to meet health and safety requirements. A consistent approach to whether such parking is appropriate needs to be established eg Hove Park. Again a balance needs to be achieved so that the impact is minimised and the success of the event not compromised.

- Consultation / Publicity of Events

To ensure planning of events appropriate consultation needs to take place with key stakeholders including ward members. Furthermore, the publicity for events should be aimed at minimising disruption caused by events eg promotion of public transport options.

- Animal Welfare

The council has an existing policy in relation to performing animals and circuses: Where it is lawful to do so, the Council will not allow on land it owns circuses and other similar entertainment where caged and or performing animals are used. With exemptions as follows:

- Performances involving equestrian acts using only horses and ponies (animal welfare officers and a council appointed vet check equine welfare)
- Greyhound racing behind an artificial lure
- Horse racing
- Cat or dog breed shows
- Dog agility events
- The showing of birds, rabbits or other domestic animals

Again the tradition of the outdoor events programme needs to be recognised with Zippo's Circus regularly using Hove no1 Lawn for many years.

- Event Charges

A rationale for fees and charges for outdoor events is a particular challenge due to the diverse nature and scale of events. In effect each event is unique. A balance is again required that still attracts events to the city but generates

income that is proportionate to the event that is being staged. Outdoor events often have significant costs to stage eg stewards, fencing etc and charges imposed are critical to the viability of an event. Some events do generate a surplus from which a commercial return can be gained. However, this has to be balanced with those community events that require support to take place. Events are charged according to the following categories:

- Commercial
- Charity (National)
- Motorised Rallies
- Community

The proposed fees and charges for Outdoor Events for 2012/13 are attached in appendix 2. The introduction of an application fee is proposed (except for community events) in order to assist with covering administrative costs, deter speculative enquiries for event proposals that can waste officer time, and formalise when an application has been accepted to give clarity for the lead in time to an event.

Higher than inflation increases in charges for commercial and motorised rallies are proposed. This is to reflect a comparison for commercial events with other cities as below. Also, to reflect that motor rallies as vehicle events do have in general a greater negative environmental impact than community events.

Charges for events in Parks and Open Spaces are being set for the first time to give greater clarity and the charges proposed are in relation to the size of the event.

The charges proposed are significantly lower than for Madeira Drive as the latter has a greater events infrastructure already in place. Also, when an event takes place on Madeira Drive it results in closure of the road irrespective of the scale of the event. The number of events held on Madeira Drive is restricted to 28 days under the East Sussex Act However, there is strong demand for events to be held on Madeira Drive and therefore this demand is also reflected in the higher charge.

Comparisons with other cities are difficult with regard to charges made due the unique nature of outdoor event spaces and events themselves. However, in Southwark an application fee of £110 is charged for all events and a basic commercial hire fee charged from £1180 to £19,000 depending on the size of the event. Community events receive an automatic 50% discount with a discretionary discount of up to 100% applied.

Westminster City Council charge from £50 to £375 for administration costs that take up to half a day to complete. Events which require more than 5 hours of planning are charged at £100 per hour. In addition, a basic rental fee is charged which varies according to event location and time of year except for prime locations. Prime locations such as Leicester Square are charged a flat fee of £6000 for a relatively small event space. In parks charges start at £200 for winter community events and increase up to £3000 for commercial summer events.

In addition, the following factors are also issues in relation to the cost of staging an event which are reflected in the policy.

- Re-instatement deposits
- Licensing Fees and the use of sites licensed by the council for events
- Highways – Road Closure and Signage Costs
- Parking – loss of income on Madeira Drive and Parking Bay suspensions
- Cleansing costs

- Notice For Events

In order for the emergency services via the Safety Advisory Group to consider a large event proposal a minimum six month lead in time is required. This is following the council giving landlord's consent to the use of a site. Some event organisers for large scale events do not appreciate the necessity for sufficient notice for their event.

- Highways, Environmental Health & Licensing

While the council has responsibilities as the “landlord” of outdoor event areas, it is very important to recognise that the council has a range of statutory duties as the Highways and Licensing Authority. This will include requirements for the correct notice period, licences, signage and staffing. In addition, outdoor events inevitably create noise which is monitored by Environmental Health seeking a balance between necessary protection for residents and a successful events calendar. Food hygiene is also monitored by Environmental Health.

- 3.2 Each outdoor event is unique which is why they create such an interest and excitement in the city. A policy that is all encompassing is very difficult to achieve given the wide range of challenges. However, consultation showed that stakeholders are very aware of the importance of outdoor events to the city and expressed a desire to meet the challenges presented for the benefit of the city as a whole.

4. COMMUNITY ENGAGEMENT AND CONSULTATION

- 4.1 As well as consultation with Members at CTEOSC, there has also been internal officer consultation with colleagues in Highways, Environmental Health, Parking, Cityparks, Cityclean, Culture
- 4.2 External consultation has taken place with representatives of the Safety Advisory Group including Police, Fire & Rescue, Brighton & Hove NHS Trust and Brighton & Hove Buses.

4.3 A survey was also undertaken with members of VisitBrighton to access the views of the tourism business community on the impact and value of outdoor events. In total 42 responses were received and a summary of the key findings is as follows:

- All the respondents felt that outdoor events are positive to the city
- The 3 events felt to bring the most positive benefits to the city are Pride, Marathon and the Brighton Festival. With 16 other events also included in the respondents 'top 3'.
- Respondents did not clearly identify 3 events that bring the least benefit to the city. However, it was felt that in general the vehicle rallies on Madeira Drive did not have a positive impact on attracting staying visitors.
- There was support for both the existing events spaces (ie Madeira Drive, Preston Park etc) as well as a desire to see events spread across the city.
- Respondents mostly indicated a desire to see more events outside of the peak summer season.
- There was not clear support for the city to try and attract any particular types of new event.
- The feedback from visitors on outdoor events was mostly very positive with many visitors coming to the city particularly for an event.
- Respondents were asked to identify a single improvement to enhance the visitor experience for outdoor events. Improved parking and better information on events for visitors were the two main issues indicated.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

5.1 It is estimated that based on confirmed events to date, the proposed fees and charges included in the Outdoor Events Policy will generate income of approximately £160k in 2012/13. This income is used to fund the costs of the Outdoor Events Team, which includes salary related costs of £105k plus other event costs as appropriate, and enables the team to support community events. Income levels achieved vary from year to year depending on the events hosted. The Policy includes the requirement for a reinstatement deposit where applicable as well as adequate public liability insurance

Finance Officer Consulted: Michelle Herrington

Date: 22/02/12

Legal Implications:

- 5.2 The Outdoor Events Policy proposed is considered to reasonable. In particular the proposed fees referred to therein are proportionate, having regard to the nature of events referred to.

Lawyer Consulted: Bob Bruce

Date: 22/02/12

Equalities Implications:

- 5.3 Outdoor events play an important role in the reputation of Brighton & Hove as a city that is renowned for embracing equalities and diversity.

Sustainability Implications:

- 5.4 The sustainability implications are embedded within the Environmental Management System being developed for outdoor events.

Crime & Disorder Implications:

- 5.5 Positive involvement in community events could be viewed as a means of discouraging anti-social behaviour.

Risk and Opportunity Management Implications:

- 5.6 The aim of the policy is to provide a framework which assists in the management of the risks associated with outdoor events while maximising the potential benefits available.

Public Health Implications:

- 5.7 Outdoor events can have a positive public health benefit both with regard to participation in sporting events, and the development of a sense of community and well-being for both participants and spectators in many events.

Corporate / Citywide Implications:

- 5.8 Outdoor events are very important to the visitor economy of the city and major events have citywide implications. The Safety Advisory Group advises on the impact of major events on the city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Outdoor events policies from other local authorities have been reviewed in the development of the updated policy.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To enable an updated Outdoor Events Policy to be approved.
- 7.2 To enable the fees and charges for Outdoor Events to be approved for 2012/13.

SUPPORTING DOCUMENTATION

Appendices:

1. Outdoor Events Policy
2. Fees and Charges for Outdoor Events

Documents in Members' Rooms

1. None

Background Documents

1. Outdoor Events Policy: Arts, Recreation and Tourism Committee, 22/1/98
2. Outdoor Events – Charging Policy: Environment Committee, 20/1/05

OUTDOOR EVENTS **POLICY**

March 2012



Brighton & Hove
City Council

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INTRODUCTION

The Outdoor Events Policy was approved back in January 1998 and a Charging Policy specifically in relation to outdoor events was agreed in October 2005. Both policies have been reviewed to reflect the:

- Increased importance of outdoor events to the economy of the city
- Increased demand from promoters to hold outdoor events in Brighton and Hove
- Increasingly difficult balance needed to maximise event benefits while minimising the challenges that are faced in holding events
- Council being the first local authority to achieve the British Standard BS8901 for Sustainable Events Management.



Burning the Clocks, 2011 – Bec Britain

PRIORITIES

Brighton & Hove City Council is working to tackle inequality and outdoor events contribute to the following Sustainable Community Strategy priorities of:

- Promoting enterprise and learning
- Reducing crime and improving safety
- Improving health and well-being

In addition, one of the key outcomes for the City Council from 2011-2015 is to ensure:

“Culture and leisure opportunities for all”

Outdoor events are therefore at the heart of what makes Brighton and Hove such a distinctive dynamic city and are enjoyed by a great many of the city’s residents and visitors.



CONTRIBUTION TO PRIORITIES

The benefits of outdoor events include:

- The creation of jobs through the contribution of outdoor events to the overall visitor economy in 2010 of £732 million and 13,000 full time equivalent jobs per year.
- Developing community cohesion through both large scale events and community events held across the city which brings local people together whether as participants or spectators.
- Promoting sport and physical activity which encourages regular participation and benefits the health and well-being of the city's residents.
- Raising the profile of the city at regional, national and international levels. Outdoor events make a major contribution to the positive reputation of Brighton & Hove as a distinctive city with a cultural and sporting offer enjoyed by residents and visitors alike.
- Providing opportunities for local and national charities to raise funds through participants being sponsored to take part in events.
- The generation of income to the council which contributes to the support of community events.



OBJECTIVES OF THE POLICY

The objectives of the policy are to:

- Ensure effective planning and management of events
- Maximise safety for those working and attending events
- Ensure the promotion of Licensing Objectives
- Ensure that the sustainability of events is improved by protecting and enhancing the environment, meeting social needs and promoting economic success
- Provide a framework for the application process to seek approval for outdoor events
- Ensure pre-event consultation takes place
- Maximise the opportunity for increased spending that makes a positive contribution to the local economy
- Minimise the inevitable disruption particularly of major events to the residents and businesses of the city
- Ensure compliance with the animal welfare policy
- Set out a scale of charges for events
- Ensure the recognition of areas as outdoor event spaces
- Develop the existing strong events programme with events throughout the year to maximise the impact of events to the city's economy.



KEY ISSUES FOR CONSIDERATION

Criteria for agreement to an event

The following criteria should be used to determine whether approval will be given to a specific event. These criteria will be considered alongside the application process to ensure compliance with the objectives of the Outdoor Events Policy and the requirements for holding an event.

- Public safety and security issues
- The ability of the event organiser to manage the financial requirements of the event
- The ability of the organisers to effectively plan, manage and control the event
- Impact upon the environment and damage limitation
- Impact of the event on regular users of public spaces, stakeholders and local residents
- Timing of the event
- Size of location, numbers attending or numbers estimated to attend
- Impact on transport and traffic infrastructure to support the event e.g. parking, increased use of public transport and road closures.
- Type of event
- The creation of opportunities for local participation
- The ability to demonstrate commitment to Brighton & Hove City Council's equal opportunities statement
- Legal constraints
- Compliance with conditions specific to the event location
- Compliance with statutory requirements as required by the council as the Highways or Environmental Health and Licensing Authority e.g. noise disturbance and food hygiene
- Compliance with the council's animal welfare charter
- Impact on traffic and transport infrastructure for those not participating in the event.

EVENT CLASSIFICATION

When event applications are made to the council, the event will be classified using one or more of the following event types:

Small, Medium or Large events (determined by the expected 'audience capacity'. The maximum number of people expected at the event at one time).

Commercial
Charity
Community
Motorised Rallies

The classification will be decided using officer discretion and may affect any of the following:

- Whether an application is accepted
- The level of application and hire fees charged
- The length of time needed for an application to be considered
- The nature and duration of the consultation to be undertaken

Small Events (audience capacity under 500)

Event applications must be submitted a minimum of 6 weeks before event set up on site begins. Where an event is considered to have significant impact on an area, site or residents, or requires a considerable emergency services operation, it may be considered a large event regardless of estimated audience size.

Medium Events (audience capacity over 500 but under 3000)

Event applications must be submitted a minimum of 3 months before event set up on site begins. Where an event is considered to have significant impact on an area, site or residents, or requires a considerable emergency services operation, it may be considered a large event regardless of estimated audience size.

Large Events (audience capacity of 3000 or more)

Event applications must be submitted a minimum of 6 months before event set up on site begins. The 6 month timescale relates to comprehensive applications that are detailed and well advanced in the planning stages for an event. If further development of the proposal is necessary a timescale of greater than 6 months is likely to be required.

If the timescale for event planning is not met, Landlords' consent may be withdrawn.

Community

Community events are defined as any event organised by not for profit, community or voluntary groups that directly benefit the residents and visitors of the city, and do not provide significant advertising or other commercial benefit to a profit-making business or organisation.

Charity

These are events which are organised by registered national charities and are predominantly fund raising events for the benefit of the charity.

Commercial

These events constitute any activity that does not fall into any of the other above categories including:

- Events which provide a commercial benefit to a profit making business or operation
- Product Launches
- Corporate events
- Marketing and promotional activities for profit making organisations

Motorised Rallies

This category primarily relates to the various motorised rallies that end on Madeira Drive and are organised by the owners club for the particular vehicle.



CONSULTATION

The level of consultation will be dependent upon the scale and location of the event with reference to the impact on its surroundings. The consultation process may include consultation with:

- Initial consultation by the organiser with the Outdoor Events Team to ensure it fits within the Outdoor Events Policy
- Internal sections of the council
- Emergency services
- Transport providers
- Local ward councillors
- External partners specific to an event location
- Communities of interest specific to the event.



APPROVAL PROCESS BY THE COUNCIL AS LANDLORD

All events will require consent from the council in the capacity as landlord for the area the event is being held. This can be provided by:

- Cabinet Member will approve the annual calendar of events in December / January commencing the following April.
- Delegated powers are granted to the Strategic Director in consultation with the Cabinet Member to make any changes to the Outdoor Events Programme which are received after the approval of the annual calendar.
- If the Strategic Director considers a new event is a large event or has corporate budgetary or policy implications the matter shall be referred to Cabinet.

This will change in line with the council moving from a cabinet system to a committee structure.

Safety Advisory Group

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.

The core members of the group are:

Brighton & Hove City Council – Environmental Health (Health & Safety)
Environmental Health (Licensing)
Building Control
Highways
Events Planning

Sussex Police
British Transport Police
East Sussex Fire & Rescue Service
South East Coast Ambulance Service
Health & Safety Executive

FEES AND CHARGES

An annual scale of charges is set by the council in relation to outdoor events and this is set out in Appendix 2. The hire fee will be dependent on the category of the event as per above and will be required to be paid before the event.

Community Discounts

The scale is set appropriate to events within the Outdoor Events Policy. For community events which demonstrate significant benefit to local people and communities, while also minimising the negative impact of the event on the same, a discretionary discount of up to 100% may be applied to the hire fee only.

Application Fee

An application fee will be payable dependent on the category of the event.

Re-instatement Deposit

A refundable deposit may be required to be lodged with the council where there is a potential risk of damage to the physical environment from the event. The deposit will be required at the time the hire fee is due and will be used to fund any repairs or damage caused by the event. The reinstatement deposit for commercial events will be £5000 and for other events £500.

Licensing Fees

Under the Licensing Act 2003, if your audience is 499 or more you will need a premises licence to stage an event that includes regulated entertainment, sale of alcohol or late night entertainment. For further information on licence fees please contact Environmental Health & Licensing.

The council pays for an annual licence for events staged in the main event spaces in the city and event organisers will be required to meet the requirements of the licence for events at these areas. If the activity is for less than 500 people a Temporary Event Notice (TEN) may be used.

Waste Management

Events organisers are required to have a Waste Management Plan to minimise waste, promote recycling and where unavoidable, disposal of waste.

Normal service levels are provided by the city council for the cleaning of public areas. If the event organisers' arrangements are not sufficient and result in an increased service level being provided the costs will be charged to the event organiser.

Highways – Road Closure and Signage Costs

Where road closures are required to comply with Highway Regulation and Enforcement, a fee will be made to the event organiser for these formal road closures. In addition, officer time to manage the road closure for a weekend event will also be charged.

Parking – Loss of income in Car Parks and Parking Bay Suspensions

Where the event organiser requires parking bay suspensions to be put in place on event, a fee may be charged to the event organiser. In addition, if a car park is closed or partially accessible on an event day due to an event a percentage loss of income (relative to normal usage) may also be required from the organiser.

Monitoring of events

The outdoor events team will monitor the large events to ensure compliance with the policy and the location hire agreement. The costs of these visits are not recharged. However, where the council is required to provide staffing, equipment or other resources to the event, the costs for such resources may be charged to the event organiser.

SUSTAINABLE EVENTS

The council was the first local authority in the country to achieve the British Standard BS8901 for Sustainable Events Management and the requirements of the standard are integral to this policy on outdoor events. 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.

A Sustainable Events Statement will be required to be completed for each outdoor event and submitted with the application form. The statement will be reviewed as part of the council's Sustainability Management System (ISO 14001 / BS 8901) in order that there can be continuous improvement in:

- Compliance with environmental and licensing legislation
- Environmental benefits e.g. waste and energy reduction
- Financial benefits e.g. reduced energy consumption
- An awareness of sustainability issues



GENERAL REGULATIONS

The following general regulations will apply in relation to the scale and nature of an event:

Hours of Operation

This will include both the duration of the event itself and the rigging and de-rigging of the event site. The requirements will be specific to event locations. The terminal hour is determined by open spaces premises licences.

Noise Levels

Permissible noise levels will be dependent on specific locations and their individual requirements. A Noise Management Plan may be required to mitigate any potential noise disturbance. Reference should be made to the Noise Council's Code of Practice for Environmental Noise Control at Concerts.

Health & Safety

The enforcing authority for health and safety for most outdoor events would be the Brighton & Hove City Council, Environmental Health, Health and Safety Service. The team reviews the event management plans and risk assessments of all potentially high risk and or high impact events. The team works with event organisers and other agencies to ensure events are run safely.

Food Safety

Where the event involves the provision of food or has food franchises all traders should be adequately vetted to the satisfaction of Regulatory Services before being permitted to trade. If so required by an officer of Regulatory Services any food trader presenting a significant food safety risk should be instructed by the Licensee to cease trading. Sufficient time should be allowed for home authority checks of food business operations outside Brighton and Hove.

Transport Management

Transport management is a major concern for large events. Event organisers must liaise with the city council's highways and parking teams and act on any appropriate guidance. Robust Transport Management and Traffic Management Plans should be drawn up as part of the event planning process. Event organisers in Madeira Drive will be encouraged to

ensure that vehicles leave at the end of the rally after the peak traffic flows of the city.

Vehicle Parking

Approval must be obtained for on site vehicle parking in relation to an event whether for the event organisers, participants or spectators.

Animal Welfare Charter

All events including animals must comply with the council's Animal Welfare Charter.

The appropriate numbers and types of toilets are essential for the anticipated number of people attending the event.



EVENT MANAGEMENT

Event organisers will need to produce a comprehensive Event Management Plan which will be subject to the approval of the Outdoor Events Team and the multi-agency event liaison officers for the event. The plan will include but not be limited to:

- Access Provision
- Cancellation procedure including adverse weather conditions
- Child and vulnerable adult protection statement
- Complaints procedure
- Concessions and caterers
- Crowd management plan
- Emergency control plan
- Entertainments
- Environmental impact assessment
- Equal opportunity statement
- Event communication plan including named contacts
- Fire safety and evacuation plans
- First aid / medical plan
- Food safety plan
- Infrastructure
- Licensing requirements
- Lost children and property procedures
- Marketing plan
- Noise Management Plan
- Public liability insurance
- Risk assessments
- Sanitary provision
- Security and stewarding provision
- Site plans
- Statement of Intent
- Sustainability
- Production and event timetable
- Traffic Management Plan
- Transport Management Plan

- Waste Management Plan

Events will be required to comply with the 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 available from www.hse.gov.uk.

Professional firework displays must comply with Health & Safety Executive Guide HSG 123.



www.steveglashier.com

LICENSING AND PERMISSIONS

Event organisers must ensure that all required permissions and licenses are acquired in an appropriate and timely manner including but not necessarily limited to:

- Consent to use council land
- Performing Rights Society (PRS)
- Phonographic Performance Limited (PPL)
- Temporary events notice (TEN) or time limited premises licenses may be required by event organisers.

The council holds licenses for outdoor events in the main parks and open spaces across the city. The council held licences should normally be used to facilitate events in order that there is a consistent approach to events for these spaces.



LEGISLATION, REGULATIONS AND GUIDANCE

All events must conform, wherever applicable, to relevant legislation, including but not limited to:

- Health & Safety at Work Act 1974
- Health & Safety (First Aid) Regulations 1981
- Data Protection Act 1994 and 1998
- Equality Act 2010
- The Management of Health & Safety at Work Regulations 1999
- RIDDOR 1995
- Town and Country Planning Act 1947 and 1990
- Licensing Act 2003
- The Children's Act 1989
- Fire Regulatory Reform (Fire Safety) Order 2005
- Firework Regulations 2004
- Safety at Sports Ground Act 1975
- Private Security Industry Act 2001
- Environmental Protection Act 1990
- Noise Act 1996
- Brighton & Hove City Council Byelaws

ON-GOING MONITORING OF POLICY

Outdoor Events are unique and therefore the challenges posed by each event are different. Therefore, as events evolve and develop it will be necessary for the Outdoor Events Policy to evolve and develop accordingly. All the partner agencies recognise the importance of outdoor events to the city and work together to provide a programme of safe and well managed events for the benefit of residents and visitors.

CONTACT DETAILS

Outdoor Events Team

Events Office
Brighton Centre
Kings Road
Brighton BN1 2GR

Tel: (01273) 292711 / 293001
Email: eventsinfo@brighton-hove.gov

Environmental Health & Licensing

Bartholomew Square
Brighton BN1 1PF

Tel: (01273) 294429
Email: ehl.safety@brighton-hove.gov.uk

Highways

Portslade Neighbourhood Office
Victoria Road
Portslade BN41 1YF

Tel: (01273) 293366
Email: highwayevents@brighton-hove.gov.uk

Policy

Ian Shurrock, Commissioner for Sport & Leisure
Kings House
Grand Avenue
Hove BN3 2LS

Tel: (01273) 293084
Email: ian.shurrock@brighton-hove.gov.uk

FEES AND CHARGES FOR OUTDOOR EVENTS

APPLICATION FEES	
Commercial	£100
Charity (National)	£75
Motorised Rallies	£50
Community	0

MADEIRA DRIVE (Per Day with Road Closure from 6am to 6pm)		
	2011/12	2012/13
Commercial	£7088	£8000 (+10%)
Charity (National)	£2448	£2570 (+5%)
Motorised Rallies	£1377	£1515 (+10%)
Community	£1377	£1450 (+5%)

PARKS AND OPEN SPACES (PER DAY)			
	Small	Medium	Large
Commercial	£1000	£2000	£3000
Charity (National)	£500	£1000	£2000
Motorised Rallies	£250	£500	£1000
Community	£125	£250	£500

COMMERCIAL PROMOTIONS	
per day (weekends)	£1250
per day (weekdays)	£1000

REINSTATEMENT DEPOSITS	
Commercial	£5000
Charity/Community	£500

N.B. Community events may be subject to a full waiver of the charge and all events are subject to negotiation and historical precedent to enable the council to achieve best value.

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 76

Brighton & Hove City Council

Subject:	Royal Pavilion & Museums' Renaissance		
Date of Meeting:	6 March 2012		
Report of:	<i>David Murray, Strategic Director of Communities</i>		
Contact Officer:	Name:	Janita Bagshawe	Tel: 29-2840
	E-mail:	Janita.bagshawe@brighton-hove.gov.uk	
Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 Brighton & Hove City Council's Royal Pavilion and Museums has been awarded a major grant under the Arts Council's new Renaissance programme. This report sets out the Renaissance programme scheme and the work that it will support.

2. RECOMMENDATIONS:

- 2.1 To note the proposed programme subject to the negotiations on the funding agreement with Arts Council England.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS: Renaissance 2000-2012

- 3.1 Renaissance in the Regions was launched in 2000. It was set up as network of regional hubs comprising three to four partners. The role of the hubs was to promote excellence and be leaders of regional museum practice.
- 3.2 The Royal Pavilion and Museums was selected as one of the founding services of the South East Museums Hub with Chatham Historic Dockyard, Oxford University Museums and Hampshire Museums Service (lead). The programme was managed by the Museums, Libraries and Archives Council (MLA) Under the programme RPM has delivered a range of improvements, developments, programmes and services including:
- New galleries and displays

- Collections Management
- Capital Improvements
- Learning and community engagement
- Social media and commercial developments
- Micro Museums
- Volunteer developments
- Workforce learning;
- Apprenticeship and diversity placements;
- Regional leadership and support to museum sector

3.3 In July 2010 MLA was disbanded and its functions passed to Arts Council England (ACE) including the responsibility for Renaissance. In April 2011 the regional hubs were dismantled and individual one year contracts were put in place with the out going MLA for each of the partners.

Renaissance 2012-15

3.4 In September 2011 ACE invited applications to its new Renaissance Major Grants Programme. The selection process was a two stage process and the RPM was one of sixteen successful applicants out of a total of twenty nine. The application was made and assessed against ACE's five goals:

- Excellence is thriving and celebrated in museums
- More people experience and are inspired by museums
- Museums are sustainable, resilient and innovative
- Leadership and workforce in museums are diverse and highly skilled
- Every child and young person has the opportunity to experience the richness and inspiration of museums

In its assessment of the RPM application ACE said: *The application represents a highly imaginative and innovative response to the Arts Council's goals. Rooted firmly in confidence of the range and recognised significance of its collections as its core asset, the service presents a well evidenced and inspirational application to build on current practice and achieve excellence over the next three years.*

3.5 Through this programme Brighton & Hove City Council's RPM has been selected as one of ACE's new Major Partner Museums, who will work with ACE and the other new Major Partners and the National Museums to provide leadership to benefit museums and audiences locally, regionally and nationally.

3.6 The total grant applied for was £2.83m. However the grant will be less than this sum, as the total funding requested by the successful applicants is greater than the funds available. This is currently subject to negotiation with ACE.

3.7 The RPM is currently in the process of also agreeing the content of the funding agreement with ACE, which includes providing plans, Key Performance Indicators, Forward Plans and cash flows.

3.8 The Renaissance funded project at RPM will *'build a resilient organisation outstanding for its vibrancy and relevance, renowned for its digital innovation, and inspiring a powerful sense of shared ownership. work will be driven by creative collaborations with local communities, creative and cultural organisations, to reach new and more diverse audiences.* The funding will support the following services and developments:

3.8.1 **Digital Development**

A new website to better meet audience needs and provide interactive involvement. It will allow links to mobile devices and enable multimedia content. It will support work with digital partners in the city and bring to fruition a number of innovative audience focused projects e.g. Treasure app using geo-location and gaming technology to link archaeology objects, excavation sites with museum displays. RPM will host a Culture Hack day in Spring 2012, with plans to hold annual events as part of Brighton's Digital Festival, as well as kids hacks events. The museums will be Wi-Fi enabled to allow exhibits to be shared and open to reinterpretation through social media, QR labels and labels with Twitter feeds which encourage comment. The most popular elements of the RPM's social media work have been responsive blogs and the posting of images linked to newsworthy events. Journalist/bloggers will be commissioned to support staff communicating the internal workings of RPM, such as conservation and exhibition build.

3.8.2 **Fundraising**

Staffing and investment to grow financial resilience of RPM through building the fundraising capacity, in particular through its charitable arm the RPM Foundation; launch endowment campaign and major gift campaign; make significant bids for improvements to sites e.g. on going restoration and upkeep of RP; new facilities and displays.

3.8.3 **Commercial viability**

Developing the RPM's commercial potential through a range of new initiatives, including extending the successful travel trade, groups and schools booking service to other organisations; joint sales function for corporate events/hirings with Dome; commercial developments at Hove and Preston Manor and a feasibility study on establishing a social enterprise in areas of museum specialism to bid for contracts let by other museum organisations.

3.8.4 **Collaborative contemporary exhibitions and programming**

Developing events and exhibition programming in collaboration with a range of groups, including community groups and the RPM's Youth Forum, including BMAG's forthcoming exhibitions-Biba, Subversive Design, WW1. New displays and events at the Royal Pavilion, including Queen Victoria and her relationship with the Pavilion and Brighton and contemporary events and interventions in the RP and exhibitions at Hove Museum in collaboration with families especially from hard to reach groups.

3.8.5 Learning, Community Engagement and Equalities

Programmes to tackle inequality in cultural engagement through building on existing work in learning in the early years programme to focus on hard to reach families; further opportunities for youth engagement working in particular with youth forum activity to be spread across other projects and providing learning and skills development opportunities for adults in under-represented groups. The Arts Award offer in partnership with Youth Arts Scheme will be extended and a learning consortia in early stages of development will be improved to build synergies on what is currently across the heritage offer to schools across a number of organisations.

The Access advisory panel will have greater involvement in service planning including programming and funding will allow for an apprenticeship and a diversify trainee manager.

3.8.6 Developing new access to the collections

Building on reviews of the natural history and the archaeology collections a feasibility study will be undertaken to establish a city centre (potentially in the Court House) interactive biodiversity learning/exhibition centre by integrating the geological, biological and archaeological material into one cohesive display theme, with geological material acting as evidence for past biodiversity and the development of current forms and patterns of biodiversity. It would also provide a platform for interpretation of the South Downs to which some of the collections relate. This would be a new facility for residents, support the eco-tourism strategy, as well as the application for Bio-sphere status.

The redevelopment of the existing galleries of World Art will be completed in June 2012 and will reopen as the 'World Stories: Young Voices' galleries co-produced with young people with an accompanying programme of events.

This is part of the London 2012 Festival.

4. CONSULTATION

- 4.1 No public consultation was required in the preparation of the application. However, a key element of the bid is to further develop the practice of creative collaboration with communities in developing programmes, galleries and other services.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

Negotiations are still ongoing with the Arts Council regarding the final funding however, at present, it stands at £2.83m for the 3 year period 2012/13 to 2014/15 as per the bid. The allocation of this funding is estimated at £1.25m in 2012/13, £0.79m in 2013/14 and £0.79m in 2014/15. Should the grant funding be agreed at a reduced sum, it would be necessary to amend the cultural offer accordingly but this would not impact on the operation of the

service or the *draft* budget strategy to be presented to Council on 23rd February 2012. A decision is expected by 31st March.

Finance Officer Consulted: Michelle Herrington

Date: 06/02/12

5.2 Legal Implications:

The funding agreement will be in a form which is satisfactory to the council.

Lawyer Consulted: Bob Bruce Principal Solicitor

Date: 06/02/12

5.3 Equalities Implications:

There is a strong emphasis on community engagement, broadening access to the RPM and collections to reach under-represented groups in the Renaissance programme to ensure access to all for cultural opportunities.

5.4 Sustainability Implications:

The development of an interactive biodiversity learning and exhibition facility will raise public awareness of environmental sustainability issues. The continual improvements to galleries and temporary exhibitions take into account environmental in their development. A key aim of the overall Renaissance is to increase the economic sustainability (Resilience) of the museums sector and this is a key area of development within the programme.

5.5 Crime & Disorder Implications:

None specifically.

5.6 Risk and Opportunity Management Implications:

None specifically.

5.7 Corporate / Citywide Implications:

The programme will support the delivery of the city council's key priorities in particular tackling inequality and creating a more sustainable city through 'Promoting enterprise and learning and providing cultural opportunities for all. The programme will support maintaining Brighton & Hove's position as a significant cultural leader regionally and locally and as a Major Partner Museum with ACE raise the profile nationally of the significance of the innovation of the work carried out by RPM.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Royal Pavilion & Museums is active in seeking external support for its programmes and developments and to increase its long-term sustainability and financial resilience.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To enable Royal Pavilion & Museums to continue to build the excellence of its public offer across a range of activities, developed through engagement with visitors and hard-to-reach groups, to grow and diversify the audiences for its buildings and programmes, and create financial resilience and demonstrate social relevance and public value.

SUPPORTING DOCUMENTATION

Documents in Members' Rooms

1. None

Background Documents

1. None

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 77

Brighton & Hove City Council

Subject:	<i>Art Up Interregs project bid</i>		
Date of Meeting:	6 March 2012		
Report of:	<i>David Murray, Strategic Director for Communities</i>		
Contact Officer:	Name:	Sally McMahon	Tel: 29-6963
	E-mail:	sally.mcmahon@brighton-hove.gov.uk	
Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 Brighton & Hove City Council is a partner in the Interreg IVa Art Up bid. The project is led by Care Co-operatives Ltd and involves 9 partners from England and France. The project aims to involve young children, young adults and disabled people in developing confidence and skills via a series of collaborative artistic and cultural projects and events.
- 1.2 This report seeks approval and endorsement for the submission of the Interreg IVA Art Up bid.

2. RECOMMENDATIONS:

- 2.1 To approve and endorse Brighton & Hove City Library Services' participation in the Interreg IVa Art Up bid.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS

- 3.1 Interreg IVa is an EU funding programme that supports cross-border cooperation projects between neighbouring regions, across a range of themes including: economic development, social cohesion, culture, and the environment. Interreg funds up to 50% of eligible project costs, and projects require at least two partner organisations from a minimum of two eligible EU countries. Brighton & Hove is eligible under two programmes: '2 Seas' involving parts of the UK, France, Belgium (Flanders) and the Netherlands; and 'France (Channel)–England'.

- 3.2 Interreg IVa is a priority funding stream for the city council and city partners, as set out in the corporate International Strategy. In the current economic climate, and following the reduction of national and regional bidding opportunities, this EU funding programme has become increasingly important as a source of external funding. The July 2011 deadline saw a record number of local bids submitted, including five Brighton & Hove City Council bids. Given the increased Interreg IVa bidding activity, reports on individual Interreg IVa bids are to be taken to the relevant Cabinet Member Meeting (CMM) for formal sign-off.
- 3.3 The broad principles of the project have been in discussion for a long time but only recently was it proposed and agreed that it combine two previous project proposals- 'Open Book' and 'Open Art' into one project- 'Art Up'
- 3.4 It was only possible to meet the lead partners in late January to negotiate and finalise project details to enable the combined project to go ahead. This has resulted in a lot of work having to be done to meet very tight deadlines to have the opportunity to be part of a major and innovative programme.
- 3.5 The Art Up bid has recently been completed and is due for submission February 13 2012. If the bid is successful the project will be delivered from September 2012 to June 2015.
- 3.6 The total value of the overall project bid for the nine partners is £1,300,000. The total maximum value of the bid to the council is £91,000. In order to meet the conditions of the Interreg bidding process, each partner is required to match fund 50% of their requested bid. This match funding has been identified principally from existing staffing resources.
- 3.7 The project will involve children young people and disabled people in delivering a range of interactive artistic, cultural and reading outcomes and events closely linked to ICT and social media.
- 3.8 There will be live streaming of events using the Internet and a 'talking heads' video diary production to demonstrate the value of arts in promoting cultural understanding, social inclusion, a sense of European citizenship and improving the prospects of employment in the creative sector.
- 3.9 It will deliver four main artistic events held to coincide where possible with local festivals/cultural events in Brighton, Amiens and Abbeville.
- 3.10 It will deliver the creation of a cross cultural book on stories and legends created by children in England and France with print and electronic versions produced.
- 3.11 In facilitating creation of the book, Brighton & Hove Libraries will further develop partnerships with schools, youth and disability organisations, local publishers, authors, illustrators and story tellers and link this to ongoing stock and web development activities.
- 3.12 Broader outcomes will include:
 - Developing the skills of young and disabled artists and promote the value of art and culture as a meaningful occupation and as a potential career

- Raising awareness of the target audiences' challenges of accessing existing services and events, thereby developing further confidence and skills to deliver more inclusive services

4. CONSULTATION

- 4.1 No public consultation was required in the preparation of these bids but if successful Brighton & Hove City Council Libraries will work with a wide range of audiences, local communities and partners to shape and deliver the project.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

The total value of the Art Up Interreg IVa bid is £1.3m with 50% match funding being requested from the European Regional Development Fund (ERDF). Each of the 9 partners are required to match fund 50% of their requested budget.

The total bid for Brighton and Hove City Council is £91k over the term of the project therefore match funding of £45.5k is required. This has been identified from existing resources included in the draft 2012/13 budget strategy and would need to be taken into account in future years budget strategies. It is anticipated there would be no additional costs to the Authority but it does commit resources for the duration of the project. Care must be taken to ensure that no long term commitments or contractual arrangements are entered into that would commit the Authority to extra expenditure after the ERDF funding ceases.

Finance Officer Consulted: Michelle Herrington Date 06/02/12

5.2 Legal Implications:

Participation in these projects is within the Council's powers. If the Bid is approved, the Lead Partner will sign a funding contract with the funding body, and will be legally accountable for the funds drawn down. Prior to any funds being drawn down, the Council will be required to sign an agreement with the Lead Partner and the other parties involved in the project, setting out the details of the relationship between the various parties, and confirming the contribution to the projects which the individual parties will make. Once the partnership agreement has been signed, the Council will be legally obliged to comply with its terms.

Lawyer Consulted: Bob Bruce Date: 06/02/12

5.3 Equalities Implications:

This project has a strong emphasis on social inclusion with particular target groups including disabled people and vulnerable young people. Community engagement will be key to delivering the project involving further developing a wide range of existing partnerships and developing

new ones. The participative and interactive nature of the project's events and activities will make it accessible to a wide range of people.

5.4 Sustainability Implications:

There are no sustainability implications.

5.5 Crime & Disorder Implications:

There are no crime and disorder implications.

5.6 Risk and Opportunity Management Implications:

There are no risk and opportunity implications.

5.7 Corporate / Citywide Implications:

Interreg IVa is a priority funding stream for the city council and city partners, as set out in the corporate International Strategy.

5.8 Public Health and Wellbeing Implications:

Research has shown that participation in cultural and art activity can have a positive impact on the health and well being of young people.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

None considered.

7. REASONS FOR REPORT RECOMMENDATIONS

To enable Brighton & Hove City Council Libraries to deliver an accessible, inclusive, and innovative artistic cultural programme across the city.

SUPPORTING DOCUMENTATION

1. **Appendices:** None

2. **Background Documents:** None

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 78

Brighton & Hove City Council

Subject:	Brighton & Hove's Programme for 2012 and the Golden Jubilee		
Date of Meeting:	6th March 2012		
Report of:	Strategic Director: Communities		
Contact Officer:	Name:	Paula Murray	Tel: 29-2534
	E-mail:	paula.murray@brighton-hove.gov.uk	
Key Decision:	No		
Wards Affected:	All		

1. SUMMARY AND POLICY CONTEXT

- 1.1 This report focuses on Brighton and Hove's plan of activity for 2012 to maximise opportunities presented by London hosting the Olympic and Paralympic Games. 2012 is also the year of the Queen's Diamond Jubilee and in addition to Olympic and Paralympic related activity; there will be expectations and aspirations around celebrating this throughout the summer. Looking forward to the year ahead, the report presents the activity and plans for the city. The programme aims to provide opportunities for people to take part in programmes and activity and to raise the profile and market the city to potential visitors.

2. RECOMMENDATIONS:

- 2.1 That the Committee notes the contents of the report and plans for activities.
- 2.2 That the Committee endorse the approach to supporting a summer of community based activity to support celebrations relating both to Olympic and Paralympic activity and the Diamond Jubilee.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The London Olympics and Paralympics are almost here with millions expected to enjoy a summer where the eyes of the world will be on the excitement and drama unfolding in London and across the UK, from June through to September.

The London Olympics and Paralympics are more than a sporting competition, and the summer also sees the culmination of a four year Cultural Festival, called **London 2012**, taking place across London and the UK.

3.2 Brighton & Hove, as one of the UK's major cultural cities, has artists, technicians and cultural organisations involved in many of the significant cultural events and initiatives this year. There is also a wide range of sporting activity throughout the year, although the city is not hosting any of the national events. We are also one of the cities on the route of the Torch Relay and one of only 70 destinations with an associated evening programme.

3.3 **Torch Relay**

As outlined in the previous report to this Committee, the torch relay is one of the confirmed highlights in the programme. In addition to the information in the previous report, a number of events have been confirmed for the Torch weekend; Same Sky will be providing a cultural attraction with their Sky Dome and delivering an arts engagement project across the city with our schools, community groups, sports clubs and the wider community in preparation for the arrival of the Olympic Torch to ensure that we involve all those living in our city to be apart of the celebrations. The Big Dance is confirmed for that weekend and a special event planned with the National Trust as a partner to take place up at Devil's Dyke as an extension of People's Day.

The route has been confirmed but remains confidential until the middle of March when London 2012 will release the full details to the public.

The programme for the public stage has not yet been confirmed, but planning is being undertaken to cover all eventualities. The city has the opportunity to showcase local performers within a 20 minute allocation on the London 2012 stage and officers are currently working with young performers from across the city. Our current estimate on the costs associated with the Torch Relay event are in the region of £30,000.

3.4 **Other key events**

Other key events that are now confirmed in more detail for the programme are:

3.4.1 **The Boat Project**

The Boat Project is the South east region's contribution to Artists Taking the Lead, a series of 12 public art commissions across the UK to celebrate the London 2012 Cultural Olympiad. People have donated bits of wood – including pencils, wooden leg, guitars, drumsticks and urns - and the connected personal stories to Lone Twin who have created a boat that will sail around the region and up the Thames for the Games. The Boat will be coming to Brighton & Hove for the last week of the Brighton Festival and be welcomed by a series of special events and activities. This includes the Nightingale Theatre's new project Dip Your Toe – specially commissioned solo performances taking place in portable beach huts across the city.

3.4.2 **Stories of the World**

At Brighton Museum & Art Gallery, work is underway to create an innovative World Stories gallery, opening 23 June 2012 to mark the [London 2012 Olympic Games](#). The gallery will display Brighton Museum's stunning collections from Africa, Asia, the Americas and the Pacific alongside

contemporary art and artefacts. The gallery is being developed in partnership with young people from Brighton & Hove, and with the active involvement of communities from around the world. Images, sound and film will be used to bring the displays to life and temporary displays, hands-on activities and a comfortable seating area will be included in the design. The World Stories gallery is one of many national projects that make up the [Stories of the World](#) programme: an official part of the [Cultural Olympiad](#) for the London 2012 Olympic Games.

3.4.3 **Children's Festival**

A partnership between the Brighton and Hove Arts Commission, the city council and the Komedia: this year's Children's Festival runs from 6 – 15 April. The programme is inspired by the Paralympics value of Bravery and will feature performances, exhibitions and other special events.

3.4.4 **Gold Run**

Gold Run is created and performed by learning-disabled and marginalised artists to mark the significance of 2012 in the Paralympic movement. A 30-strong choir, action-packed film and a giant sculptural head combine in a dynamic performance inspired by the history of the Paralympic Games taking place at Glyndebourne in April and then shown again as part of the Brighton Festival. It is an original commission and partnership between Glyndebourne, Pallant House Gallery and Carousel, the Brighton based award-winning disability arts organisation.

3.4.5 **Primary Schools Language and International Project**

Primary schools have been engaged in a 4 year project highlighting the importance of internationalism, citizenship and language learning. The project was awarded an Inspire Mark by London 2012 for its innovation, bringing the wider message of the Games into the curriculum. The project has received a grant of £8,800 from the London 2012 Educational Programme, Get Set to continue the work of the project leading up to a celebration day on 16 July. Over 75% of schools registered for the Get Set programme and 50 of the city's schools have received free tickets to the Olympic Games through this programme.

3.5 **Sports events and legacy**

There are a number of events and programmes planned to specifically encourage more participation in sports for the long term.

- 3.5.1 The **School Games** provides a unique opportunity to motivate and inspire young people to take part in more competitive school sport. All schools will be given the opportunity to create a year-round sporting calendar, with around 30 sports available, specifically designed to get young people competing at intra-school and inter-school levels and culminating in local, regional and national events. In July 2012, the Sussex School Games will take place and the National Final will take place in the Olympic Park – affording young people the incredible opportunity of competing at the venues just weeks before their Olympic and Paralympic heroes.

There will also be a strong cultural element to the School Games, including opening and closing ceremonies, as well as opportunities for students to get involved through organisation, officiating or volunteering.

3.5.2 **TAKEPART 2012**

The Brighton & Hove International Festival of Sport will provide residents and visitors free activity taster sessions over two weeks from 23 June. The 2012 festival will include a mass participation event in Preston Park with Olympic themed activities on offer, the Sports Festival, a Seafront weekend, TAKEPART local highlighting opportunities in local parks and 2 weeks of over 200 taster sessions. The event has been identified as a 2012 legacy event for the City with both Sally Gunnell and Daley Thompson acting as its ambassadors.

- 3.5.3 The Sports Development Team will also work with voluntary groups and others to make the broadest possible sporting offer which will include Olympic themed community based sports programmes and Olympic sports holiday programmes. The programme will include the **Active For Life** project to deliver Street Games to extend the Sport England Door Step Sport programme which takes sport to where young people live.

3.6 **Volunteering**

Sport Makers, the latest strand of Sport England's Olympic legacy plan, is being rolled out nationally from October and delivered regionally by Active Sussex with local support from the Sports Development Team. The programme seeks to encourage residents to contribute 10 hours of volunteering to local sport, whether it is supporting local events or assisting at regular activity sessions. A series of events in the city will engage residents signed up to the scheme and link them with local opportunities.

3.7 **Diamond Jubilee and a summer of community activity**

The Diamond Jubilee takes place in 2012, marking 60 years of The Queen's reign. The Queen came to the throne on 6th February 1952 (her Coronation took place on 2nd June 1953). The May Bank holiday has been moved to Monday 4 June and an extra bank holiday has been granted on Tuesday 5 June to create a central Diamond Jubilee weekend from 2nd–5th June 2012. (The Queen's official birthday is 4 June). On Sunday 3 June more than 1000 boats and barges are expected to join in a celebratory flotilla on the Thames which will be the largest such spectacle for more than 350 years.

We want to create opportunities for our residents to celebrate throughout the summer, perhaps with a central focus on the Jubilee Weekend. Small community grants will be made available for residents to apply for, as a contribution towards the costs of staging their own street party with their friends, families and neighbours. The street party can take place anytime over summer in order to celebrate the Diamond Jubilee or an event in the London Games or London 2012.

One of the partners we will seek to work with are the organisers of the Brighton Zocalo, which is Brighton's unique annual community event, where

residents are encouraged to put their chairs on their doorstep and talk to their neighbours. Last year's event expanded to include street parties. This event coincides with the end of the 2012 Games celebrations.

<http://www.zocalobrighton.org>

4. CONSULTATION

- 4.1 Consultation has been carried out across council departments in the establishment of the programme to date plus a range of key partners. Consultation will continue to be focused around the 2012 citywide strategy group.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications

The 2012 programme is a mixture of externally funded events, joint initiatives, partnerships and Council funded projects which, where appropriate, will be carried out in accordance with the Outdoor Events Policy. Resources have been identified across the Council revenue budgets to support these projects, including the Torch Relay. The estimated cost of the torch relay is being finalised with opportunities still being explored in order to minimise the cost to the Authority but maximise the benefit to the City.

Finance Officer Consulted: Michelle Herrington

Date: 21/01/12

5.2 Legal Implications

There are no direct legal implications arising from this report. Any legal implications arising from specific parts of the council led 2012 programme will be dealt with in more specific reports to Cabinet, Cabinet Member Meetings or Scrutiny meetings as appropriate.

Lawyer Consulted: Bob Bruce

Date: 21/02/12

5.3 Equalities Implications:

There are positive equalities implications in the delivery of much of the planned 2012 programme in that activity will be targeted towards those who do not currently participate. Significant elements of the 2012 programme will also be free and open access.

5.4 Sustainability Implications:

The events programme will conform to the requirements to produce and run events in a sustainable manner.

5.5 Crime & Disorder Implications:

There are positive implications in terms of the prevention of crime and disorder in the provision of free events in public spaces that foster civic pride, natural surveillance and positive public behaviours.

- 5.6 Risk and Opportunity Management Implications:
The risk management implications in any event or programme would be outlined in detail in its own project plan, such as the Olympic Torch Relay. Additionally, there is a corporate group leading the development of the Risk Register relating to all aspects of the impact of 2012 on the city. The opportunities are outlined in the body of the report.
- 5.7 Corporate / Citywide Implications:
The opportunities from the city taking an active role in developing and delivering a programme for 2012 are citywide in terms of all residents.

SUPPORTING DOCUMENTATION

Appendices

None

Documents in Members' Rooms

None

Background Documents

None