

Subject: Events – Madeira Drive Road Closures 2015
Date of Meeting: Thursday 13th November 2014
Report of: Assistant Chief Executive
Contact Officer:
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Ward(s) affected: All

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To seek approval from members for landlord's consent of the proposed programme of events on Madeira Drive in 2015 and the associated road closures.

2. RECOMMENDATIONS:

- 2.1 That the committee grants landlord's consent for the 2015 programme of events on Madeira Drive and the associated road closures as listed in Appendix 1.
- 2.2 That the committee authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 That the committee authorises the Assistant Chief Executive, after consultation with the Chair of the committee and opposition spokespersons, to make any alterations to the events programme as necessary and to approve new applications in accordance with the Outdoor Events Policy.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Madeira Drive is a very important venue for events in the city. The long heritage of events on Madeira Drive is reflected by most of the events listed in Appendix 1 having taken place at this location previously and they retain their usual format. The events draw residents and visitors to Madeira Drive which extends the Seafront offer both geographically (along from the main tourism area between the piers) and seasonally (by holding events throughout the year).

- 3.2 Events play a major role in the city being a leisure destination and therefore contribute significantly to the economic impact that tourism brings to the city. The most recent economic impact assessment values the contribution of tourism to the city's economy at £800m per year and supports 20,000 jobs (15,000 full time equivalents).

Tour of Britain Cycling Race

- 3.3 One of the highlights of the events programme on Madeira Drive in 2014 was the **Tour of Britain** professional cycling race when a stage finish was held on Saturday 13th September. The Tour of Britain is the biggest free to attend sporting event in this country. The finish on Madeira Drive was the culmination of the longest stage on this year's Tour (140 miles) starting in Camberley and going through West and East Sussex before reaching the city.
- 3.4 In the city there was an estimated 50,000 spectators who lined the route to cheer on some of the world's leading cyclist including Bradley Wiggins and Mark Cavendish. There was an estimated economic impact of £1.3 million specifically to the city for the event. In addition, for the Tour as a whole research indicated that 55% of spectators were inspired to cycle more often and 87% described the race as very enjoyable.
- 3.5 The city received excellent promotion from the television and other media coverage with the helicopter camera providing high quality aerial pictures of the city. The average viewing figures for the Sussex stage were the second highest of the week (after the opening stage) with 1.322 million viewers for the live, highlights and repeat screening. One of the attractions of hosting the stage 7 finish was that the race was reaching a climax and held on a Saturday with television and spectator figures boosted over a weekend.
- 3.6 There are two new events proposed for Madeira Drive for the 2015 programme and both suitably follow the success of the Tour of Britain in that the first is a cycling event and the second a fanzone for international sport. These new events are:

Velocity : Saturday 12th September 2015

- 3.7 The enormous popularity of cycling that was shown by the Tour of Britain is also reflected by an application for a new event called Velocity on Saturday 12th September 2015. This community cycling event features amateur grade races for all ages rather than professional cyclists. Therefore, it gives the opportunity for more local people to actually take part in the cycling rather than only be spectators. However, there will also be plenty of cycling themed attractions to interest visitors including a cycling exhibition, cycling displays and cycling merchandising.

Rugby World Cup Fanzone : Friday 18th / Saturday 19th / Sunday 20th September 2015

- 3.8 Brighton & Hove has been selected as one of the eleven host cities for the 8th Rugby World Cup in 2015. The Brighton Community Stadium will host two games, with South Africa playing Japan on Saturday 19th September and Samoa versus the United States on Sunday 20th September. Both of these matches are over subscribed with ticket applications and ballots have taken place to allocate tickets. The Rugby World Cup is second only to the football World Cup in the number of spectators that watch the event.
- 3.9 As a host city there is the opportunity to provide a fanzone in the city during the tournament which increase the economic impact of the event by attracting visitors to the city centre. It is predicted that the Rugby World Cup Fanzone will be a popular venue not only for rugby fans, but attracting residents and visitors who like to experience being part of the city.
- 3.10 The fanzone site will include Brighton's Big Screen on the beach adjacent to Madeira Drive which will have been showing films for the preceding four weeks. The fanzone will screen the opening match of the tournament featuring England on the Friday night as well as the matches being played at the Community Stadium. As well as screening the matches, Madeira Drive will be closed to traffic and to enable a festival of culture and participation activity to take place.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 Not applicable

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Consultation is taking place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service and NHS Trust. Internally, consultation is taking place with the Seafront Office, Environmental Health & Licensing, City Parks, Civil Contingencies and Highways.
- 5.2 As this report is being considered at an earlier committee than usual, it has not been possible to include consultation responses in the report. A verbal update on the consultation responses will be given at the meeting.

6. CONCLUSION

- 6.1 Landlord's consent is required for the staging of all major outdoor events on council land within Brighton & Hove.

- 6.2 Events continue to form an increasingly significant part of the council's overall tourism strategy. As well as bringing substantial economic benefits to the city, people experience civic pride when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city as well as bringing significant economic benefits.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 In accordance with the existing Outdoor Events policy, fees are charged for commercial events and any costs incurred are the responsibility of the organiser. In addition, a reinstatement deposit is usually held and evidence of adequate insurance cover is required. The fees charged are determined by negotiation based on a number of factors including capacity, whether a new or established event, whether an admission fee is to be charged and infrastructure required; all of these are subject to agreement by officers as per the recommendations of this report.
- 7.2 The income generated from fees charged for commercial events contribute to the costs of the Outdoor Events Team and enables charitable and community events and free public entertainments to be supported at reduced rates or free of charge. The target income for outdoor events in 2014/15 is £223k. This is expected to increase to £227k in 2015/16 after allowing for the 2% inflationary increase in accordance with the budget strategy.

Finance Officer Consulted: Mike Bentley

Date: 22/10/14

Legal Implications:

- 7.3 The Council is empowered under the East Sussex Act 1981 to use Madeira Drive for up to 28 days a year in order to facilitate the staging of major outdoor events.
- 7.4 The proposals in this report are made in accordance with the Outdoor Events Policy. The policy incorporates relevant considerations in respect of convention rights incorporated by the Human Rights Act 1998. The policy is clear that a balancing act is required between the competing interests of those who attend the events and those who do not wish to attend and consultation is suggested to ensure that this balancing exercise is properly carried out.
- 7.5 The terms of the agreements with the event organisers, the ongoing consultation process and the long lead-in periods ensure that the events are safe and well managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce

Date: 27/10/14

Equalities Implications:

- 7.1 The Events programme caters for people from all sectors of the community as there is a diverse range of events that are staged in the city each year. Issues such as physical access to an event and designated viewing areas are developed and detailed in event plans where applicable.

Sustainability Implications:

- 7.2 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 7.3 The nature of outdoor events means that they often involve a range of potential sustainability impacts (both positive and negative) from travel, energy and water use, food, local economic and social impacts, use of outdoor spaces and production of waste. Through the Sustainable Events Programme, event organisers are supported to improve sustainability at their events, focusing on the areas with the highest potential impact. The programme is certified to the international standard for environmental management ISO 14001.
- 7.9 The Sustainable Events Programme gained certification to the International Standard for Sustainable Events ISO 20121 in October 2013. The programme helps deliver visible sustainability initiatives, particularly around event waste recycling and encouraging people to use public transport. The Sustainable Events Programme contributes to the culture and community principle of the One Planet Sustainability Action Plan.

Any Other Significant Implications:

- 7.10 The City Safety Advisory Group has an overview of all the major events that take place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol and good working partnerships between the council and emergency services are in place in the city and close agency working will be integral to both the planning and delivery of events. Where required event specific Safety Advisory Groups can be convened for any major outdoor event taking place in Brighton & Hove that has the potential to attract significantly large numbers of people.
- 7.11 Event specific Safety Advisory Groups can be convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people.
- 7.12 Sussex Police are involved in both the consultation and planning of all major events.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix 1 – Madeira Drive road closures 2015

Documents in Members' Rooms

None

Background Documents

None