

Subject: Brighton & Hove Marathon
Date of Meeting: 23 March 2009
Report of: Director of Environment
Contact Officer: Name: Ian Shurrock Tel: 29-2084
E-mail: ian.shurrock@brighton-hove.gov.uk
Key Decision: Yes Forward Plan No: CAB8710
Wards Affected: All

FOR GENERAL RELEASE**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 To seek landlord's consent in principle to stage a marathon in Brighton & Hove on Sunday 18 April 2010, subject to a route being approved by the Safety Advisory Group.
- 1.2 To authorise officers to enter into formal agreement with the event organisers and to determine conditions of support as appropriate.

2. RECOMMENDATIONS:

- 2.1 That Cabinet grants landlord's consent in principle to stage a marathon in Brighton & Hove on Sunday 18 April 2010, subject to a route being approved by the Safety Advisory Group.
- 2.2 That Cabinet authorises officers to enter into formal agreement with the event organisers and to determine conditions of support as appropriate.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 A proposal has been received from the Grounded Events Company to stage a full marathon (26.2 miles) in Brighton and Hove on Sunday 18 April 2010 with a start time of 9.00am. This date has been selected in order to attract a proportion of the large number of runners (100,000) who have been unable to get a place in the London Marathon which takes place the following weekend. The intention is for the Brighton and Hove Marathon to attract a maximum of 12,000 entries so that the number of actual runners is approximately 9,000.
- 3.2 Other countries in Europe (France, Germany, Italy and Spain) hold a main marathon in their capital city followed by 3-6 other major city marathons. In the UK there is not another major city marathon after the London Marathon

although there are a number of half marathons, the largest being the Great North Run (52,000 participants).

- 3.3 The promoter has proposed a route as attached in Appendix 1 starting at Preston Park and finishing on Madeira Drive on a course as flat as possible for the runners. However, there are concerns expressed by the Safety Advisory Group following initial consultation of the impact on access to the Royal Sussex County Hospital (RSCH) and therefore further planning of the route will need to take place. If landlord's consent is granted in principle a Safety Advisory Group for the event will be set up and the route considered in detail prior to approval.
- 3.4 A Sunday morning has been selected for the event as the time that would minimise the disruption to the city.
- 3.5 As with any major event there would need to be the appropriate approval of all the necessary health & safety plans, risk assessments and traffic management plans. At present the view is that the event would provide a range of challenges but there is the potential for the risks to be mitigated as per 3.16 below.

Benefits

- 3.6 Raising the national profile of Brighton and Hove as a sporting city, as a location for events and as a destination for visitors to support the £400m visitor economy.
- 3.7 A direct economic impact in the order of £3m largely through hotel, restaurant, event, and retail spend. Marathons generate international participation.
- 3.8 The marathon is proposed during a 'gap' in the city's events programme and therefore helps to address the issue of seasonality that is experienced by the visitor economy.
- 3.9 A major contribution to the city's sporting legacy for the 2012 Olympics.
- 3.10 Our primary aim in Sport & Leisure is to encourage the city's residents to be 'More Active, More Often' and the event would provide a major motivation for people to train regularly to take part.
- 3.11 The organiser intends for the event to 'belong' to the people of Brighton and Hove, with local communities involved as happens at the London Marathon, as well as local athletic clubs, volunteers and participants.
- 3.12 Considerable amounts of money are raised in such events for charity (locally and nationally) by the participants.

- 3.13 Brighton & Hove gets ahead of other places – at the moment there is no obvious 2nd marathon in this country after London. If we do not grasp the opportunity another city will.

Issues

- 3.14 The major issue is that the level of disruption to the city due to road closures and the number of participants would be on a scale comparable to the hosting of the Tour de France back in the 1990's. In particular the impact on the emergency services including ambulance access to the RSCH would require appropriate arrangements.
- 3.15 The organisers have experience of organising the London Marathon and are suggesting a route that is great for the participants but which allows for the earliest possible re-opening of arterial routes (see Appendix 1). The route involves closures of sections of the A23 and A270 with a start in Preston Park and a finish in Madeira Drive.
- 3.16 Please see in the table below the potential risks of the event together with the potential opportunities to mitigate such risks.

RISK	MITIGATION
The Safety Advisory Group (SAG) need to be re-assured that emergency services can function effectively in support of and as a result of the event	Detailed planning with the SAG regarding routes and access for emergency services. Effective planning of marshalling to ensure emergency services can operate.
Disruption to Sunday morning bus services.	Detailed planning with the Bus Company and advanced communications to allow residents to plan and prepare alternative arrangements.
Retail Impact on the Sunday Morning	There is potential spend in the city over the weekend by the thousands of additional spectators and competitors.
Impact on traffic management	Advance communications to enable awareness of road closures and reduce the impact on traffic congestion.
NHS Trust concerns about response times and access to and from the Royal Sussex County Hospital	Detailed discussions with the Trust and SECAM to plan and avoid impact as part of the Safety Advisory Group.
Disruption to traffic flow for residents, businesses and visitors.	Early and detailed communications to these audiences to ensure that alternative arrangements can be made.
Roads closed with residents unable to enter or egress streets.	Early and detailed communications to these audiences to ensure that alternative arrangements can be made.

4. CONSULTATION

- 4.1 The view of the members of the Brighton & Hove City Safety Advisory Group, comprising Sussex Police, East Sussex Fire & Rescue, South East Coast Ambulance Service, Brighton and Sussex University Hospitals NHS Trust, Brighton & Hove City Council Traffic Engineers, Licensing, Health & Safety and Emergency Planning, is that the route chosen by the organisers of the marathon needs to be reviewed so that the Ambulance and Fire & Rescue Service's ability to respond is not compromised.
- 4.2 The proposed route is a cause for concern and not the event itself. Therefore, a revised route particularly in relation to the area around the RSCH would be required to be approved by the Safety Advisory Group prior to the event taking place.
- 4.3 Consultation has taken place with all Councillors including the circulation of a full events proposal. Positive support for the event has been received from Councillors Alford, Hamilton, Marsh, McCaffery, Norman (A), Older, Smart and Theobald. Councillor Lepper is very concerned on the impact for residents living adjacent to the A259. Councillor Morgan indicated his serious concerns about city centre road closures and the capacity of roads to accommodate the event. In particular he has concerns of the impact on the emergency services to respond to emergency calls.
- 4.4 The Culture, Tourism & Enterprise Overview and Scrutiny Committee considered the marathon proposal on 2 April 2009. The Committee indicated support for the event subject to a route being approved by the Safety Advisory Group.
- 4.5 Consultation has taken place with the Brighton and Hove Hotels Association, and the Business Forum, both of which were supportive of the proposal.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 There will be no direct financial contribution from BHCC. All costs, including Health and Safety Consultation, any barrier works along the route and finish point, hospitality and highways closure costs including any suspension of parking services will be met by the event organisers. However, the indirect cost of any potential loss of income from the suspension of parking services will be borne by the local authority.

Finance Officer Consulted: Derek Mansfield Date: 13/03/09

Legal Implications:

- 5.2 The proposal is to agree to the event in principle. Final approval should only be given to the event when it is clear from consultation that there is no

unacceptable compromise on health and safety and that the traffic implications are manageable.

Lawyer Consulted:

Bob Bruce

Date: 16/04/09

Equalities Implications:

- 5.3 The marathon is a mass participation event for both runners and spectators which would take place throughout the city. There is the opportunity for the organiser to promote the event to involve as wide a range of local individuals and groups as possible to take part, spectate or benefit from the money raised for charities.

Sustainability Implications:

- 5.4 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the outdoor events policy. Sustainable event guidelines are currently being developed.

Crime & Disorder Implications:

- 5.5 Safety Advisory Groups have been convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol between the council and emergency services was agreed in 2004 and will be used for this event.
- 5.6 The Police are involved in both the consultation and planning of all major events.

Risk & Opportunity Management Implications:

- 5.7 The event will be subject to a full event-specific risk assessment.

Corporate / Citywide Implications:

- 5.8 The event takes place in Preston Park and public highway throughout the city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 No alternatives options considered.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The request is to agree the event in principle because final approval can only be given to the event when it is clear from consultation that there is no unacceptable compromise on health and safety and that the traffic implications are manageable.

SUPPORTING DOCUMENTATION

Appendices:

1. Proposed plan of marathon route

Documents in Members' Rooms:

None

Background Documents:

1. Event proposal from promoter (circulated to all councillors).