



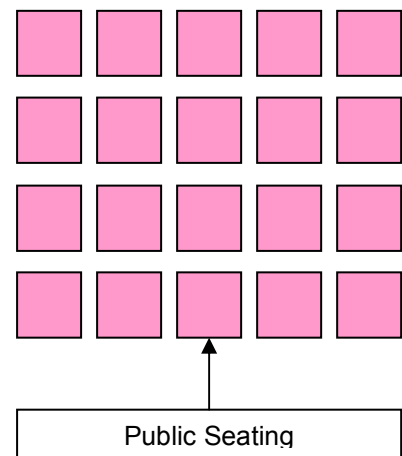
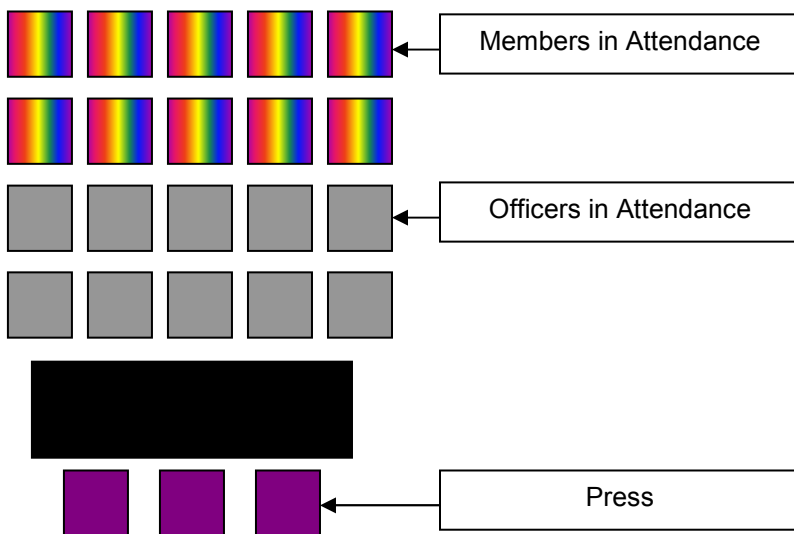
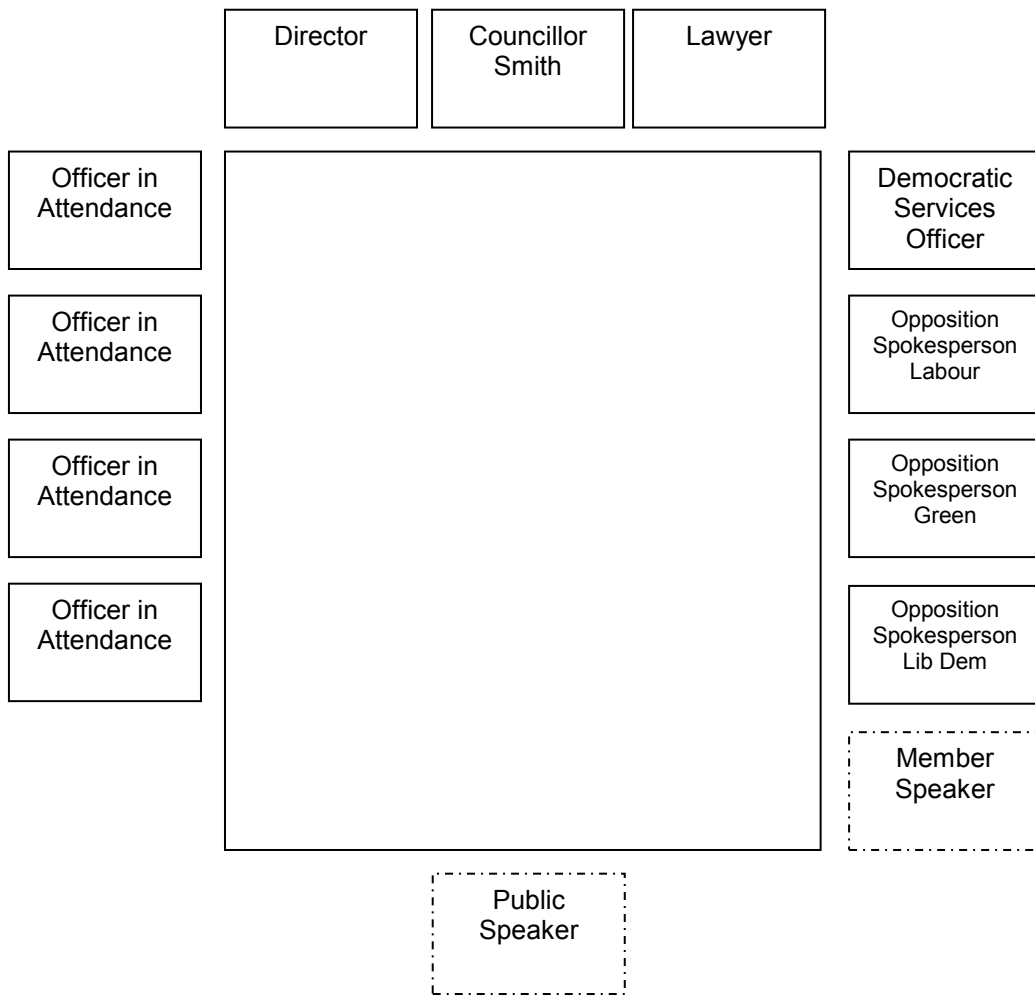
Brighton & Hove  
City Council

# Cabinet Member Meeting

Title:	<b>Culture, Recreation &amp; Tourism Cabinet Member Meeting</b>
Date:	<b>8 December 2009</b>
Time:	<b>4.00pm</b>
Venue	<b>Committee Room 3, Hove Town Hall</b>
Members:	<b>Councillor:</b> Smith (Cabinet Member)
Contact:	<b>Caroline De Marco</b> Democratic Services Officer 01273 291063 caroline.demarco@brighton-hove.gov.uk

	The Town Hall has facilities for wheelchair users, including lifts and toilets
	An Induction loop operates to enhance sound for anyone wearing a hearing aid or using a transmitter and infra red hearing aids are available for use during the meeting. If you require any further information or assistance, please contact the receptionist on arrival.
	<b>FIRE / EMERGENCY EVACUATION PROCEDURE</b>  If the fire alarm sounds continuously, or if you are instructed to do so, you must leave the building by the nearest available exit. You will be directed to the nearest exit by council staff. It is vital that you follow their instructions: <ul style="list-style-type: none"><li>• You should proceed calmly; do not run and do not use the lifts;</li><li>• Do not stop to collect personal belongings;</li><li>• Once you are outside, please do not wait immediately next to the building, but move some distance away and await further instructions; and</li><li>• Do not re-enter the building until told that it is safe to do so.</li></ul>

# Democratic Services: Meeting Layout



## AGENDA

**Part One**

**Page**

---

**40. 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.*

**41. MINUTES OF THE PREVIOUS MEETING**

**1 - 10**

Minutes of the Meeting held on 15 September 2009 (copy attached).

**42. CABINET MEMBER'S COMMUNICATIONS**

**43. ITEMS RESERVED FOR DISCUSSION**

- (a) Items reserved by the Cabinet Member
- (b) Items reserved by the Opposition Spokesperson
- (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.*

**44. PETITIONS**

**11 - 12**

Report of Director of Strategy & Governance (copy attached).

**45. PUBLIC QUESTIONS**

(The closing date for receipt of public questions is 12 noon on 1 December 2009)

## CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

No public questions received by date of publication.

### 46. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 1 December 2009)

No deputations have been received by the date of publication.

### 47. LETTERS FROM COUNCILLORS

No letters have been received.

### 48. WRITTEN QUESTIONS FROM COUNCILLORS

No written questions have been received.

### 49. NOTICES OF MOTIONS

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

### 50. WHITEHAWK CO-LOCATION PROJECT 13 - 22

Report of Director of Culture & Enterprise (copy attached).

*Contact Officer:* Sally McMahon, Gil Sweetenham *Tel:* 29-6963, *Tel:* 29-3474

*Ward Affected:* East Brighton;

### 51. VISITBRIGHTON CONTACT CENTRE REVIEW 23 - 40

Report of Director of Culture & Enterprise (copy attached).

*Contact Officer:* Suzanne Mantell *Tel:* 29 - 2613

*Ward Affected:* All Wards;

### 52. FEES AND CHARGES 2010/11: BEACH CHALETS, BEACH HUTS, FISHING LOCKERS AND BOAT LICENCES, OUTDOOR EVENTS AND VOLKS RAILWAY 41 - 48

Report of Director of Environment (copy attached).

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

*Ward Affected:* All Wards;

### 53. EVENTS PROGRAMME IN PARKS AND OPEN SPACES 2010 49 - 54

Report of Director of Environment (copy attached).

*Contact Officer:* Ian Taylor *Tel:* 29-2711

*Ward Affected:* All Wards;

### 54. SPECIAL EVENTS - MADEIRA DRIVE CLOSURES 2010 55 - 62

Report of Director of Environment (copy attached).

## CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Contact Officer: Ian Taylor  
Ward Affected: All Wards;

Tel: 29-2711

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](http://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 Caroline De Marco, (01273 291063, email [caroline.demarco@brighton-hove.gov.uk](mailto:caroline.demarco@brighton-hove.gov.uk)) or email [democratic.services@brighton-hove.gov.uk](mailto:democratic.services@brighton-hove.gov.uk)

Date of Publication - Monday, 30 November 2009



# CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

**Agenda Item 41**  
Brighton & Hove City Council

**BRIGHTON & HOVE CITY COUNCIL**

**CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING**

**4.00pm 15 SEPTEMBER 2009**

**COMMITTEE ROOM 1, HOVE TOWN HALL**

## **MINUTES**

**Present:** Councillor Smith (Cabinet Member)

**Also in attendance:** Councillor Davis (Opposition Spokesperson - Labour); Councillor Randall (Opposition Spokesperson – Green).

## **PART ONE**

### **22. PROCEDURAL BUSINESS**

#### **22a Declarations of Interests**

22.1 There were none.

#### **22b Exclusion of Press and Public**

22.2 In accordance with section 100A of the Local Government Act 1972 (the Act), the Cabinet Member for Culture, Recreation and Tourism 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 nature of the business to be transacted or the nature of the proceedings, that if members of the press or 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 100(I) of the Act).

22.3 **RESOLVED** - That the press and public be excluded from the meeting during item 38.

### **23. MINUTES OF THE PREVIOUS MEETINGS**

23.1 **RESOLVED** - That the minutes of the Culture, Recreation and Tourism Cabinet Member Meetings held on 9 June and 14 July 2009 be agreed and signed by the Cabinet Member.

### **24. CABINET MEMBER'S COMMUNICATIONS**

**'The Land Girls: Cinderellas of the Soil'**

- 24.1 The Cabinet Member reported that 'The Land Girls: Cinderellas of the Soil' would open at Brighton Museum & Art Gallery on Saturday 3 October 2009. Known as the 'Cinderella of the services', the forgotten army of the land girls would tell their story in this new exhibition.
- 24.2 During World War Two over 75,000 women joined the Women's Land Army. Using personal stories, propaganda, paintings, posters, photographs and other objects the exhibition would reveal the experiences of the women as they left their pre-war lives as shop girls, hairdressers and dressmakers and learnt milking, rat catching, ditching, threshing and tractor driving. *The Land Girls* would also focus on the contribution that Sussex made. The Headquarters of the Women's Land Army were at Balcombe Place; land girls were trained at Plumpton Agricultural College, and they lived and worked on the Sussex Downs and surrounding areas.
- 24.3 The exhibition was awarded 'Their Past Your Future' grant funding of £8.6K from the Museums, Libraries & Archives Council (MLA) to undertake an inter-generational learning project. Former land girls living in Sussex had worked together with students from Cardinal Newman School, Brighton & Hove, to make a film about wartime experiences, to be shown in the exhibition. This free exhibition would run until 14 March 2010
- 24.4 Councillor Randall asked if 'The Land Girls: Cinderellas of the Soil' would be exhibited in other parts of the country. The Head of Royal Pavilion & Museums confirmed that the exhibition would only be held in Brighton & Hove.

### **Improved Visitor Services at the Royal Pavilion**

- 24.5 The Cabinet Member reported that the 24-hour Security Control Room on the Royal Pavilion Estate moved location on 28 August in order to free up space within the Pavilion so that visitor services (particularly family services) could be improved. In the near future a pram/'buggy' parking area would be provided. This course of action had been informed by customer feedback from comments cards, ie:
- "Have storage for buggies".
  - "Upstairs not pushchair accessible although publicised as children's event".
  - "Not good for pushchairs"

### **Museummaker**

- 24.6 The Cabinet Member reported that the Royal Pavilion was one of 16 UK venues to have been selected to participate in Museummaker, a collaboration between the Arts Council, the Museums, Libraries & Archives Council (MLA), and Renaissance in the Regions. The prestigious award of £20,000 would enable Royal Pavilion & Museums to commission a designer-maker to create a piece inspired by the extraordinary Royal Pavilion. The development of the work would be informed through consultation with young people. It would be displayed during winter 2010 - 2011 and would help to draw new audiences - as well as repeat visits - to this iconic building.



### **Congratulations to Conference Team**

- 24.7 The Cabinet Member reported that since April 2009, the Conference Team had attracted 22 conferences. Over the next few years 22,000 extra people would be coming to the city for extra events. This showed that the city was thriving. The Cabinet Member thanked the Conference Team for their hard work.

### **Conference Wins**

#### **Soroptimists**

- 24.8 The Cabinet Member was delighted to report that VisitBrighton had secured the Soroptimist International GBI Conference for October 2011. The Soroptimists were a worldwide organisation for women in management, working to advance human rights and the status of women. The word Soroptimist came from the Latin words *soror* meaning “sister” and *optima* meaning “best”, and loosely translated as “best for women”. They held an annual international conference, rotating through Commonwealth countries which attracted 2,000 delegates from 28 countries and had previously been hosted in Barbados, Cardiff, Durban and Harrogate. The pre-conference meetings would be held at The Grand, with the main conference at The Brighton Dome, with a gala dinner for 2000pax (seats and stands) at the Hilton Brighton Metropole.
- 24.9 The Cabinet Member stressed that the Council was very excited to have been chosen to host such a prestigious event which would undoubtedly garner a huge amount of press coverage as it is such a unique event, comprising almost entirely female delegates and is estimated to bring £4m to the city.

#### **BIALL Annual Conference**

- 24.10 The Cabinet Member reported that VisitBrighton had also secured the BIALl Annual Conference for the city. He was particularly pleased as this event would be coming to the Brighton Centre from 9-12 June 2010 with an estimated 400+ delegates and with an estimated economic benefit of £750k.
- 24.11 The British and Irish Association of Law Librarians (BIALL) was formed in 1969. It is an independent and self-supporting body that was created to represent the interests of legal information professionals, documentalists and other suppliers of legal literature and reference materials in the United Kingdom and the Republic of Ireland.

#### **Heritage Open Day Launch**

- 24.12 The Cabinet Member reported that on the 1 September, Jubilee Library hosted the national launch of Heritage Open Days, in conjunction with English Heritage and Brighton Regency Town House. Baroness Andrews of English Heritage and Barbara Follett MP were joined by an invited audience to promote this important national event and discover Brighton & Hove’s cultural attractions.
- 24.13 Heritage Open Days celebrated England’s architecture and culture by allowing visitors free access to interesting properties that are either not usually open, or would normally charge an entrance fee. This year’s events took place over 10 – 13 September.

- 24.14 Organised by volunteers, Heritage Open Days was England's biggest and most popular voluntary cultural event. Last year the event attracted around 1 million visitors nationwide.
- 24.15 Locally, there were over 150 venues and activities open to the public for free, the nation's largest collection of Heritage Open Days events for 2009.

### **Best UK City for a Short Break**

- 24.16 The Cabinet Member was delighted to note that the City received yet another accolade from the readers of the Sunday Times Travel Magazine who placed the City 3<sup>rd</sup> in the category of 'Best UK City For A Short Break' behind London & Edinburgh. The article from the Sunday Times of 6<sup>th</sup> September reads: 'Nipping at the heels of the big beasts, though there is a young whippersnapper. Brighton is more fun than the big guns: 'breezy, seaside-y and less intimidating than London' with some seriously fine hotels'.

### **Animated Hove Shortlisted for Award – Hove Museum & Art Gallery**

- 24.17 The Cabinet Member reported that the film *Animated Hove*, which was made at Hove Museum in 2008, had been shortlisted for an award for Best Animation at the Oska Bright Film Festival in November 2009. For full press information and a link to an image, go to <http://www.virtualmuseum.info/press/269.asp>

### **Brighton Museum & Art Gallery Sunday Opening**

- 24.18 The Cabinet Member reported that he pleased to report that on Brighton Museum and Art Gallery's first Sunday morning opening there were 798 visitors, compared with an average of 300 on previous Sundays. The museum attracted mostly day visitors when it first opened in the morning with more regular local visitors coming in from mid morning. Feedback from visitors was positive and the early visitors were a younger age group than would normally visit on a Sunday.

## **25. ITEMS RESERVED FOR DISCUSSION**

- 25.1 **RESOLVED** – That all items be reserved for discussion.

## **26. PETITIONS**

- 26.1 There were none.

## **27. PUBLIC QUESTIONS**

- 27.1 There were none.

## **28. DEPUTATIONS**

- 28.1 There were none.

**29. LETTERS FROM COUNCILLORS**

- 29.1 The Cabinet Member considered a letter from Councillor Davis in which she expressed concern that the Amber Cup was no longer on display at Hove Museum. She had been led to believe that there were no plans for its public display because of costs. She asked for an explanation of what was happening to one of the most important Bronze Age artefacts in the country (for copy see minute book).
- 29.2 The Cabinet Member replied that the Amber Cup at Hove Museum was temporarily removed from display due to conservation and safety concerns. Options for its redisplay had been considered and the work to re-install it would be complete by the end of the year. It was one of the Royal Pavilion & Museums' most treasured objects and one he knew was highly valued by Brighton & Hove residents as well as specialist further afield.
- 29.3 Councillor Davis asked if the Amber Cup would be reinstated for public show by the end of the year. She also asked if there had been a Heritage Lottery Grant for a secure case. The Head of the Royal Pavilion & Museums replied that there had been a Heritage Lottery Grant for the redevelopment of Hove Museum and Art Gallery seven years ago. The redevelopment had included the relocation of the Amber Cup to Hove Museum. The Amber cup was removed from display at Hove Museum due to a leak in the roof. The case needs to be readjusted before it can go back on display. There is not Heritage Lottery money for this work.
- 29.4 Councillor Davis asked if a notice could be placed in the museum explaining what was happening to the Amber Cup.
- 29.5 **RESOLVED** – (1) That the letter be noted.
- (2) That a notice be placed in Hove Museum explaining what is happening to the Amber Cup. There should also be an explanation on the council website.

**30. WRITTEN QUESTIONS FROM COUNCILLORS**

- 30.1 There were none.

**31. NOTICES OF MOTIONS**

- 31.1 There were none.

**32. HOME DELIVERY SERVICES AND THE MOBILE LIBRARY**

- 32.1 The Cabinet Member considered a report of the Director of Culture and Enterprise which proposed improvements to Library Services provided to people in residential homes; to housebound people; and by the mobile library, following a comprehensive review of these services through 2008 and 2009 (for copy see minutes book). The improvement and development of these services formed part of the Libraries Plan 2008-2012 commitment to deliver more accessible and inclusive services. The aim was to deliver more targeted and tailored services to people in residential homes and the housebound, and to make more effective use of the Mobile Library in reaching people who are unable to visit a community library building.

- 32.2 The Head of Libraries & Information Services explained that the workshop attended by members of the Culture, Enterprise and Tourism Scrutiny Committee on 9 September had been a success and the discussion very helpful. Locations for the mobile library were discussed. A useful suggestion was made that ideas should be taken to the Older Peoples Council. Meanwhile, officers were talking to people in the Moulseccomb area to see if there was interest in a stop in the area in a suitable location. Bevendean School was a possibility. Previous stops in the area had not been successful. It had not been possible to find a suitable stop in the Portslade/Windlesham Close area as access was difficult there. It had been suggested that an equal access site was found in supported housing.
- 32.3 The Head of Libraries & Information Services stressed that the quality of the mobile library and equal access services was important, even though the numbers of users was a small percentage of the total users of all Libraries Services.
- 32.4 Councillor Davis asked if there would be feedback to councillors or the Culture, Enterprise and Tourism Scrutiny Committee. The Head of Libraries & Information Services explained that the notes from the workshop would be circulated to the scrutiny committee and ward councillors would be kept informed.
- 32.5 Councillor Randall considered the workshop to be a good session. He made the point that there should be some investigation to see if school libraries could be used by the whole community. He mentioned a scheme in Sweden where there was a shared library facility. The Head of Libraries & Information Services said she would discuss this issue with the appropriate Assistant Director in CYPT.
- 32.6 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation:
- (1) That the proposals for improvements to the Libraries Equal Access Services and Mobile Library Service as outlined in paragraphs 3.1.3, 3.2.5 and 3.3.3 of the report be agreed.

### 33. LIBRARIES FEES AND CHARGES

- 33.1 The Cabinet Member considered a report of the Director of Culture and Enterprise which reviewed the impact of the Libraries fees and charges introduced last year and proposed fees and charges for 2010-11 (for copy see minute book). The Head of Libraries & Information Services reported that the service were proposing to make virtually no changes to fees and charges for the coming year, because substantial changes were made only two years ago and given the difficult economic situation facing many of the city's library users. The annual increase in income targets for inflation would be met through improved performance in room hire and retail services.
- 33.2 The Head of Libraries & Information Services confirmed that most of the income came from the hire of DVDs and CDs. The fees and charges would be reviewed annually.
- 33.3 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation:

- (1) That the Libraries Fees and Charges proposals for 2010-11 be agreed.

#### **34. MUSEUM FEES AND CHARGES**

34.1 The Cabinet Member considered a report of the Director of Culture & Enterprise which set out the proposed changes to fees and charges for admission charges, guiding and commercial hire to assist with business planning (for copy see minute book). The report also provided an update on the recommended donations policy at non-charging venues within the Royal Pavilion & Museums.

34.2 The Head of the Royal Pavilion and Museums explained that the events programme had been targeted to encourage residents. There is free entry for child residents and Brighton and Hove schools. The Head of Tourism & Venues confirmed that VisitBrighton helped clients connect with the Royal Pavilion & Museums.

34.3 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendations.

- (1) That the increases for admission charges for the period 2010-2013 be approved.
- (2) That the guided tour charges be approved.
- (3) That the proposed fees for commercial hire of Royal Pavilion & Museum venues 2010/11 be approved.
- (4) That the progress on the implementation of the recommended donation policy introduced in April 2009 be noted.

#### **35. VENUES FEES AND CHARGES**

35.1 The Cabinet Member considered a report of the Director of Culture and Enterprise which set out the proposed fees and charges for 2010/11 for the Brighton Centre and Hove Centre (for copy see minute book).

35.2 Councillor Randall expressed unease about the increase in charges in the current economic climate. The Head of Tourism and Venues replied that he was confident that the venues were priced very competitively. However, officers were carefully monitoring the situation. Meanwhile, the Brighton Centre business had increased over the last two years.

35.3 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation.

- (1) That the Fees and Charges as shown in Appendices 1 and 2 be approved in order that they can be incorporated into the 2010/11 Revenue Budget and Venues Business Plan.

**36. THE VISITBRIGHTON GREETER SCHEME**

- 36.1 The Cabinet Member considered a report of the Director of Culture and Enterprise which proposed the implementation of a Greeter Scheme (for copy see minute book). The scheme would improve visitor experience, improve visitor welcome, engage local people in the benefits of tourism and increase take-up of local public transport. The 2008 Tourism Strategy had made a specific recommendation for the implementation of a Greeter Scheme. The scheme would be introduced on 2 October if the proposal was agreed.
- 36.2 Councillor Davis asked if there would be any vetting of the Greeters in relation to working with children. The Head of Tourism and Venues confirmed that children on their own would not be allowed to book a Greeter Tour. All Greeters would start and finish at the Tourist Information Centre.
- 36.3 Councillor Davis asked if there could be an update in six months time. The Cabinet Member agreed that there should be a follow up report in six months time.
- 36.4 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation.

(1) That the launch of the VisitBrighton Greeter Scheme on 2 October 2009 be approved.

**37. FOREDOWN TOWER**

- 37.1 The Cabinet Member considered a report of the Director of Culture and Enterprise which reminded the Cabinet Member that on 16 September 2008 he had instructed officers to enter into discussions and negotiations with the Hove & Adur Sea Cadets in respect of a full repairing lease arrangement in respect of Foredown Tower in order to provide new opportunities for young people in Portslade and to ensure the long term future of the Tower as a community facility. Agreement had now been reached with the Sea Cadets on the Heads of Terms for the proposed lease (for copy see minute book).
- 37.2 Councillor Davis expressed the view that she had hoped that there would be mention of access to the South Downs in the Heads of Terms. She also questioned the wisdom of giving the copyright away for the name Foredown Tower. The Principal Solicitor explained that the name was not copyright or subject to protected naming rights, but was rather a description and recognised address of the building. The Heads of Terms allowed the Sea Cadets to use the name Foredown Tower and have promotional literature which would help to promote the use of Foredown Tower. With regard to the National Park, it was difficult to integrate appropriate wording to a Heads of Terms document. The use was clearly targeted for appropriate community use, and the National Park was not yet in existence.
- 37.3 Councillor Randall considered the agreement with the Sea Cadets to be a good solution to a difficult issue. He was pleased that there would be the opportunity for other community use at the Foredown Tower.
- 37.4 The Cabinet Member congratulated the Head of the Royal Pavilion & Museums and her team for the work carried out with the Sea Cadets.

37.5 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendations.

- (1) That the attached Heads of Terms be approved and that the Director of Culture & Enterprise and Director of Finance & Resources be authorised to enter into the lease on those terms with the Hove & Adur Sea Cadets.

## **PART TWO**

### **38. PART 2 MINUTES**

38.1 **RESOLVED** - That the Part Two minutes of the meeting held on 14 July 2009 be approved as a correct record.

### **39. PART TWO ITEMS**

39.1 The Cabinet considered whether or not any of the above items should remain exempt from disclosure to the press and public.

39.2 **RESOLVED** - That item 38, contained in Part Two of the agenda, remain exempt from disclosure to the press and public.

The meeting concluded at 4.58pm

Signed

Chair

Dated this

day of





# CULTURE, RECREATION AND TOURISM CABINET MEMBER MEETING

## Agenda Item 44

Brighton & Hove City Council

<b>Subject:</b>	Petitions		
<b>Date of Meeting:</b>	8 December 2009		
<b>Report of:</b>	Director of Strategy & Governance		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Caroline De Marco</b>	<b>Tel:</b> 29-1063
	<b>E-mail:</b>	caroline.demarco@brighton-hove.gov.uk	
<b>Key Decision:</b>	No		
<b>Wards Affected:</b>	All		

### FOR GENERAL RELEASE

#### 1. SUMMARY AND POLICY CONTEXT:

1.1 To receive the following petitions presented at Council on 8 October 2009, and any petitions presented directly to the Culture Recreation and Tourism Cabinet Member Meeting.

(i) To receive the following petition presented at Council on 8 October 2009 by Councillor Marsh and signed by 84 people:

***“We, the undersigned request this Council/Cabinet undertake to provide a Mobile library facility as soon as possible for the residents of Bevendean, who currently have a long journey to access their nearest static library, Moulsecoomb on the opposite side of the Lewes Road.”***

(ii) To receive the following petition presented at Council on 8 October 2009 by Councillor Kennedy and signed by 70 people:

***“We, the undersigned again call upon the council to replace the meagre, ad hoc shelving in Brighton Jubilee Library with that designed to make more of the stock available to a public hungry for good books and for this Council’s administration to regard with more seriousness residents who have made clear that in a city such as this, there should be a greater concern for book stock.”***

#### 2. RECOMMENDATIONS

2.1 That the petitions presented at the Council meeting as detailed above be noted and any subsequent action resulting from the nature of each petition be determined.



# **CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING**

## **Agenda Item 50**

Brighton & Hove City Council

<b>Subject:</b>	<b>Whitehawk Co-Location Project</b>		
<b>Date of Meeting:</b>	<b>8 December 2009</b>		
<b>Report of:</b>	<b>Director of Culture &amp; Enterprise</b>		
<b>Contact Officers:</b>	<b>Name:</b>	<b>Sally McMahon</b>	<b>Tel: 29-6963</b>
		<b>Gil Sweetenham</b>	<b>29-3474</b>
	<b>E-mail:</b>	<b>Sally.mcmahon@brighon-hove.gov.uk</b>	
		<b>gil.sweetenham@brighton-hove.gov.uk</b>	
<b>Key Decision:</b>	<b>No</b>		
<b>Wards Affected:</b>	<b>East Brighton</b>		

### **FOR GENERAL RELEASE**

#### **1. SUMMARY AND POLICY CONTEXT:**

- 1.1 To inform members of the outcome of the Co-Location bid and the processes to be undertaken to deliver the project.
- 1.2 To inform members that the project will potentially relocate Whitehawk Library into a new community hub, together with a range of other services for local families and residents.
- 1.3 To inform members that the following recommendations were approved by the Cabinet Member for Children and Young People:
  - (1) To note the content of the report and the processes that will be undertaken going forward.
  - (2) To note that further work will be done to determine negotiations regarding the sale of land declared surplus as a result of this project and the capital receipts required for the Co-Location project.
  - (3) To authorise that the project be added to the Capital Programme.

#### **2. RECOMMENDATIONS:**

- (1) To note the content of the report and the processes that will be undertaken going forward.
- (2) To note the recommendations agreed by the Cabinet Member for Children and Young People
- (3) To agree to receive progress reports as the project progresses.

### **3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 The Co-Location bid prepared by the Director of Children's Services in partnership with the Children & Young People's Trust partners and the Director of Culture & Enterprise was submitted on 6<sup>th</sup> April 2009 as required by the Department for Children Schools and Families (DCSF).
- 3.2 We were informed in June 2009 that we had been granted £5.37 million by the DCSF towards the project. The bid, as submitted, stated that the total cost of the project was £7.4 million. The council is required to put in funding of its own to make up the balance of £2.1 million. The bid stated that £1.0 million would come from the Primary Capital Programme (PCP) funding for 2010 / 2011, £1million would come from a capital receipt from land that could be declared surplus as a result of the project and £100,000 would be made available from the Extended Schools budget for 2010 / 2011.
- 3.3 The project being proposed is for the co-location of the staff in the CYPT Schools & Community, Youth & Connexions, Social Work and Family Learning teams into offices within the Whitehawk Primary School and for the Whitehawk Library to be moved to a site in the school grounds. The project will also carry out work involving pathways and landscaping to link the school with the adjacent GP surgery, which is under construction, and the Roundabout Children's Centre.
- 3.4 The rationale for the project is that it will enable the work of the integrated CYPT services to operate on the next level of multi-disciplinary service delivery and improve outcomes for the children, young people and families in Whitehawk where multiple deprivation is very high.
- 3.5 Situating key CYPT staff in the school, next to a GP surgery, Children's Centre and nursery and including the community library on the site (with access from Whitehawk Way) will attract people to the site and make the school much less isolated than it currently is. Providing a new building for the library will also offer the opportunity for it to offer improved and up to date services for all age groups. This co-location of services will provide easier access for service users and more effective preventative and pro-active work to address the complex and multiple problems that many families in the area face.
- 3.6 Since confirmation of the success of the bid work has started on agreeing the individual briefs that make up the overall project, the re provision of Whitehawk Primary School kitchen and dining facility and three reception year classrooms, the moving of the library and adult education services from their current location in Whitehawk Road and the creation of office accommodation for CYPT staff into part of the existing school.
- 3.7 The initial proposals within the bid document have been re-visited following initial discussions with the library service and the head teacher and governors of Whitehawk Primary School. The form of the proposed buildings will alter slightly from that indicated in the bid document but the

functions and services to be offered by the new accommodation will remain as shown in the bid. DCSF have been involved with these changes.

- 3.8 The PCP and extended schools funding is secured and will be available as needed to contribute to the project costs. The capital receipt element of the funding needs to be agreed following revised valuations of the areas of land available for disposal.
- 3.9 The bid envisaged that two sites would be available for disposal, firstly the site of the existing Whitehawk library building and car parking, shown on Plan 1 annexed to this report.
- 3.10 Following confirmation of the success of the bid a further site has also been identified that could be available to provide any shortfall should there be issues with the sites originally considered. This is an area of land that was previously vested in Education but declared surplus some years ago and now sits with Policy and Resources. This land is shown on Plan 2 annexed to this report.
- 3.11 This land could be sold for housing development with the capital receipt being used to meet part of the capital receipt required for the project.
- 3.12 The timeframe for delivery of this project is extremely tight. The project has to be delivered in its entirety by 31<sup>st</sup> August 2011. This deadline is achievable because we are able to use our strategic partnership as the delivery vehicle for the project. This procurement route has proved very successful in delivering school projects on time and on budget for a number of years.

#### **4. CONSULTATION**

- 4.1 During the preparation of the bid it was only possible to carry out limited consultation because of the very short timescales involved. The bid was submitted with the written support of the Cabinet Member for Children & Young People, the Acting Chief Executive of the Council, the Chief Executive of Brighton and Hove City Teaching Primary Care Trust, the Director of Children's Services and the Director of Culture and Enterprise.
- 4.2 Following confirmation that the bid was successful detailed consultation has started with the primary school on the exact form of the alterations to their building. The provision envisaged in the bid has been revisited and significantly improved following this discussion with the school.
- 4.3 Consultation has also started with the community, managed by the Library Service, regarding the range of services that will be provided at the new site.
- 4.4 A steering group has been established that includes representatives from the CYPT, Finance and Property, Property and Design, Culture and Enterprise and Housing. This steering group will meet regularly during the life of the project to ensure that all directorates involved are aware of developments.

4.5 There has been consultation with the Leader of the Council, Lead Members for Housing, Culture and Enterprise and also finance and property as well as the local ward members who will be most directly affected by the proposals. This level of member briefing will continue for the life of the project.

**5. FINANCIAL & OTHER IMPLICATIONS:**

**5.1 Financial Implications:**

A combination of grant funding, education capital funding and proceeds from the disposal of asset(s) is proposed to be used to finance this capital scheme. Should the scheme come under budget it is likely that some repayment of the Co-location grant would be required.

The projected spend profile and funding is detailed as follows:

Estimated Funding	2009/10 £m	2010/11 £m	2011/12 £m	Total £m
Co-location fund	0.31	5.06		5.37
Primary Capital Programme		1.00		1.00
Extended Schools Grant		0.10		0.10
Capital receipts		0.34	0.66	1.00
<b>Total</b>	<b>0.31</b>	<b>6.50</b>	<b>0.66</b>	<b>7.47</b>

As explained in the body of the report, the assets to be sold to support this project are still to be identified and a full valuation and marketing exercise will need to be undertaken in due course. Should the full £1.0 million not be realised from the disposal of assets then resources will need to be identified to meet the funding gap in order for the scheme to complete or the project will have to be scaled back. Any surplus from the capital receipts over and above the £1.0 million required sum will be invested into the corporate Strategic Investment Fund. Any significant delay in the disposal of the assets will require the scheme to be funded in the interim from existing capital resources within the Capital Programme.

Revenue funding of each element of the project will need to be met from within the resources available to each service that will benefit from the development. As the new buildings will be significantly more sustainable than the existing buildings it is likely that the building running costs will be less than at the present time.

*Finance Officer Consulted:* Michelle Herrington and Rob Allen      *Date:* 14/09/09

**Legal Implications:**

5.2.1 There are options as to which particular sites, identified on Plans 1, and 2, will need to be sold to make the necessary contribution to the cost of this project. At the time of writing no title review has been undertaken in respect of those sites, which may influence the particular disposal(s) selected.

- 5.2.2 Any proposed diversion of a public footpath will need to be advertised in accordance with the relevant procedures.
- 5.2.3 It is likely that the construction works will be procured through a Design & Build Contract and that the contractor will be appointed via framework arrangements.

Lawyer Consulted: Bob Bruce Principal Solicitor  
Equalities Implications:

Date: 21/09/09

- 5.3 The co-location of services will provide easier access for service users and more effective preventative and pro-active work to address the complex and multiple problems that many families in the area face.

Sustainability Implications:

- 5.4 Provision of good quality services within the local communities supports the sustainable community's goal, as well as reducing climate change and energy use. The new buildings provided as part of this project will benefit from a high level of sustainable features. The Council will carry out a BREEAM assessment at an early stage which will ensure good practice in environmental design and management is followed. The proposed buildings will utilise, where ever possible, environmental and sustainable principles such as higher than minimum insulation levels, the use of efficient gas condensing boilers, under floor heating, solar shading and natural ventilation. Materials are sourced from sustainable sources where ever possible

Crime & Disorder Implications:

- 5.5 Throughout the development of the proposals consultation will be undertaken with community groups and the Community Safety team and police liaison officers. It is anticipated that by including the community in the development and use of the facilities that crime and disorder in the area of the development will be reduced. This will be further improved by offering extended use of the facilities to the community outside of the school day. The new facilities will provide additional services that will help to improve the life chances of the young people in the community. The buildings will be designed will be designed to enhance the area and reduce the opportunity for vandalism etc.

Risk and Opportunity Management Implications:

- 5.6 It is important that this opportunity is taken to further integrate the working of the CYPT. This project provides an opportunity to improve the skills and life chances for the whole community.

Corporate / Citywide Implications:

- 5.7 This project can act as a model for future projects that will come forward under programmes such as the BSF programme to provide a model of best practice in delivering co-location projects.

## **6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

6.1 There are no alternative options that could provide the funding necessary to deliver a co-location project of this nature or size at the present time.

**7. REASONS FOR REPORT RECOMMENDATIONS**

7.1 To inform Members of the co-location project and to inform them of the processes that need to be followed.

**SUPPORTING DOCUMENTATION**

**Appendices:**

1. Maps 1 & 2

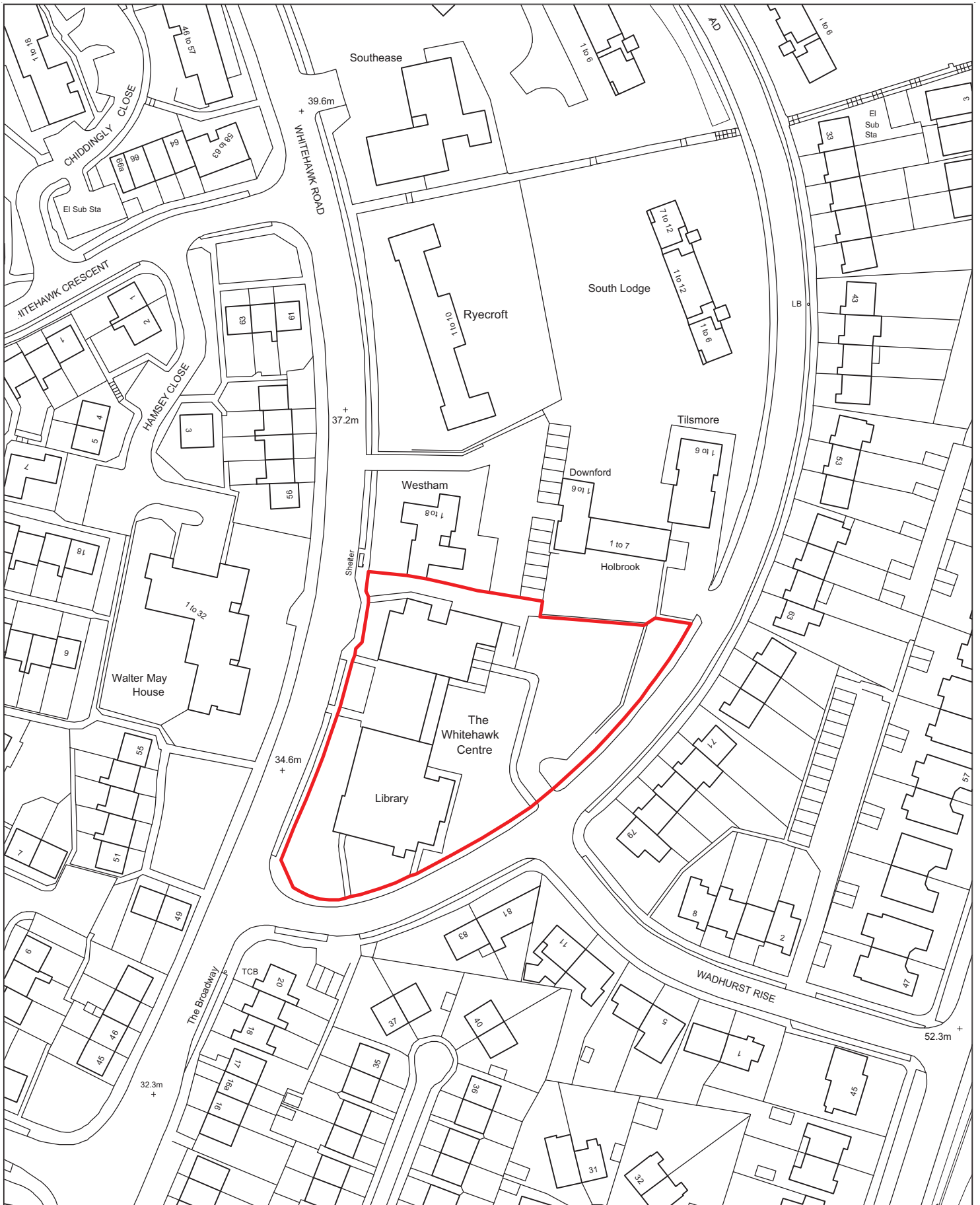
**Documents in Members' Rooms**

1. None.

**Background Documents**

1. None





**Brighton & Hove  
City Council**

BRIGHTON & HOVE CITY COUNCIL  
PROPERTY & DESIGN  
KINGS HOUSE, GRAND AVENUE,  
HOVE, EAST SUSSEX, BN3 2SR  
Telephone. (01273) 290000 Fax No. (01273) 291467

Title  
**Plan 1**

Project  
**Whitehawk Library  
Whitehawk**

Drawing Status

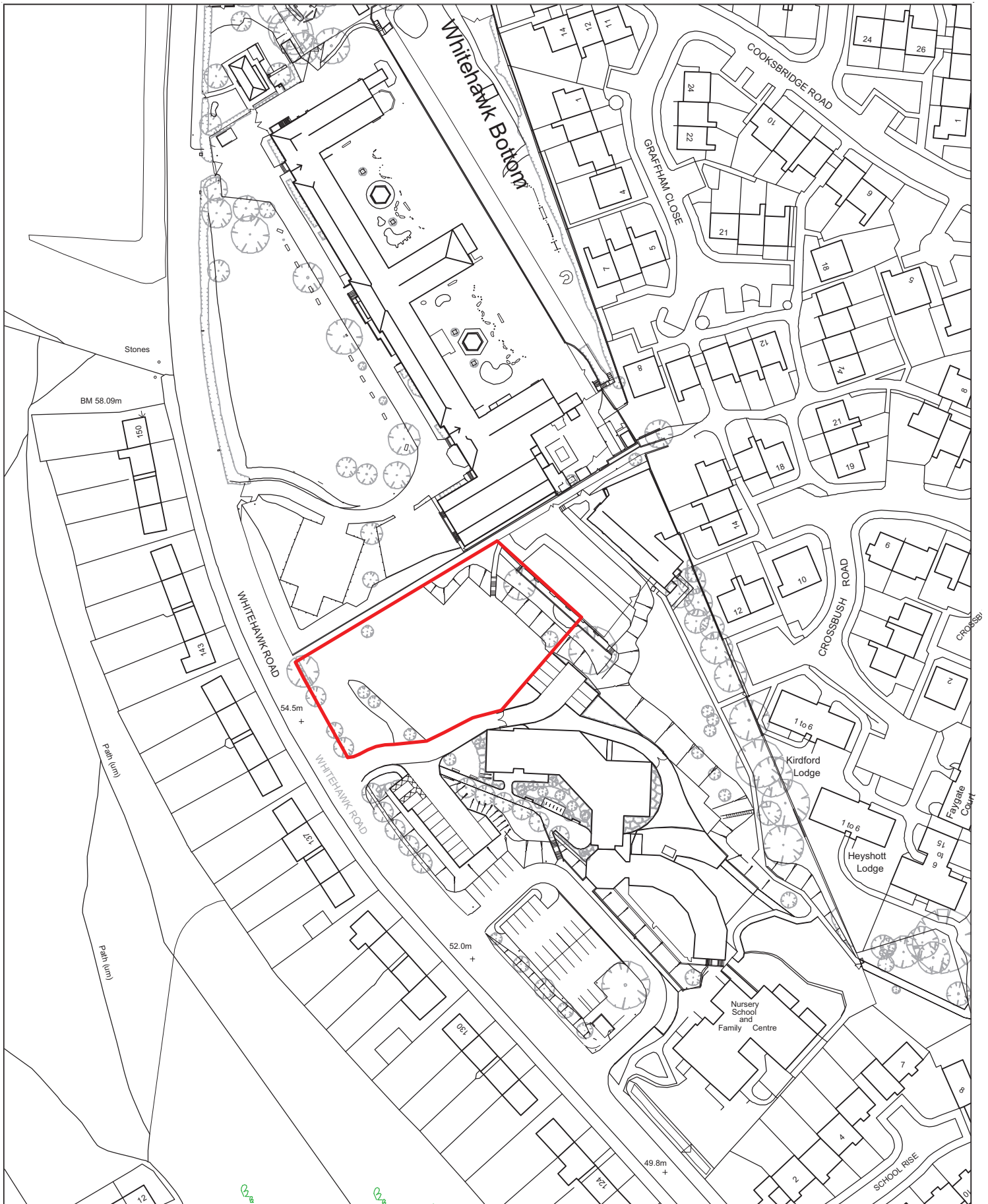
**FOR INFORMATION**

Drawn By MS Checked MS Date Aug 2009

Project No. Scale 1:1250 @ A4

Drawing No. **SK1** Revision -





**Brighton & Hove  
City Council**

BRIGHTON & HOVE CITY COUNCIL  
PROPERTY & DESIGN  
KINGS HOUSE, GRAND AVENUE,  
HOVE, EAST SUSSEX, BN3 2SR  
Telephone. (01273) 290000 Fax No. (01273) 291467

Title  
**Plan 2**

Project  
**Whitehawk Road  
Whitehawk**

Drawing Status

**FOR INFORMATION**

Drawn By: MS      Checked:      Date: Aug 2009

Project No.      Scale: 1:1250 @ A4

Drawing No. **SK2**      Revision: -



# **CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING**

## **Agenda Item 51**

Brighton & Hove City Council

**Subject:** VisitBrighton Contact Centre Review  
**Date of Meeting:** 8 December 2009  
**Report of:** The Director of Culture & Enterprise  
**Contact Officer:** Name: **Suzanne Mantell** Tel: **29-2613**  
E-mail: Suzanne.mantell@brighton-hove.gov.uk  
**Key Decision:** No  
**Wards Affected:** All

### **FOR GENERAL RELEASE**

#### **1. SUMMARY AND POLICY CONTEXT:**

- 1.1 This report sets out the options for the future of the VisitBrighton Contact Centre service, as identified as a work stream in the Visitor Services Strategy 2006.

#### **2. RECOMMENDATIONS:**

(i) to note the VisitBrighton Contact Centre Review set out in the appendix to this report, and the recommendation section following consultation with stakeholders.

(ii) note the feedback given by the Culture, Tourism & Enterprise Overview & Scrutiny Committee.

(iii) approve the relocation of the contact centre to the Royal Pavilion and introduction of a new, local rate enquiry number.

#### **3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 VisitBrighton is the city's official tourism "arm" and is responsible for marketing the destination to visitors, selling the destination as a leisure, business and conference destination, and providing services to visitors once they have arrived in the city.
- 3.2 The Visitor Services team within VisitBrighton provide the front line services at the Visitor Information Centre, and via a dedicated Contact Centre, where staff handle enquiries by telephone, by email and by post.

## 4. CONSULTATION

- 4.1 Consultation has taken place with a wide range of stakeholders, including VisitBrighton Partners, Tourism South East, South Downs National Park, and VisitBrighton staff.
- 4.2 Regular mystery shopping exercises and the fact that we have won regional and national awards tell us that the overall service offered is one of quality. However, through our regular contact with customers we know that visitors are unhappy that we use a premium rate line. Although we receive only a low number of complaints, more than half of those received are solely relating to the fact that we operate a Premium Rate enquiry line. The recommendation we are making addresses this area of dissatisfaction.
- 4.3 Feedback from the stakeholder and staff consultation shows a clear recommendation to proceed with option 5, ie to relocate the contact centre to the Royal Pavilion and to introduce a new local rate number for the service. Full details of the feedback are given in the VisitBrighton Contact Centre Review set out in the appendix to this report.

## 5. FINANCIAL & OTHER IMPLICATIONS:

### Financial Implications:

- 5.1 Option 5 in the appendix represents the best value for money. Part of the business case for the ticketing system and call centre at the Royal Pavilion was that it could eventually be shared with Visitor Services – this will improve the value for money of the call centre investment.
- The small cost of losing the Premium Rate Line could be met by the efficiencies and custom arising from the extra call handling capacities of a shared call centre.

**Finance Officer Consulted: Mr Peter Francis**

**29<sup>th</sup> October 2009**

### Legal Implications:

- 5.2 This report sets out a series of options, none of which have adverse legal or Human Rights implications.

**Lawyer Consulted: Bob Bruce**

**21<sup>st</sup> October 2009**

### Equalities Implications:

- 5.3 If the Cabinet Member agrees with the recommendations set out in the report then the implications for all Equalities groups will be positive, as it will

make the service more accessible to visitors, particularly those on lower incomes and from overseas. For further information please refer to the Equalities Impact Assessment for VisitBrighton's Visitor Information Service team.

Sustainability Implications:

- 5.4 There are no sustainability implications to consider.

Crime & Disorder Implications:

- 5.5 There are no crime and disorder implications consider.

Risk and Opportunity Management Implications:

- 5.6 There are no crime and disorder implications consider.

Corporate / Citywide Implications:

- 5.7 There is the potential for closer partnership working with the Royal Pavilion team.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

- 6.1 The alternative options, and feedback on each from the consultation, are included in the VisitBrighton Contact Centre Review set out in the appendix to this report.

**7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 To improve the service offered to visitors at the important pre-planning stage of their visitor journey.
- 7.2 To allow the VisitBrighton team to more easily maximise conversion of enquiries to bookings and so increase revenue.

**SUPPORTING DOCUMENTATION**

**Appendices:**

- 1. VisitBrighton Contact Centre Review

**Documents In Members' Rooms**

- 1. Visitor Services Strategy 2006

2. Visitor Services Equality Impact Assessment

**Background Documents**

1. Visitor Services Strategy 2006
2. Visitor Services Equality Impact Assessment



visitBrighton

[www.visitbrighton.com](http://www.visitbrighton.com)

# **VisitBrighton**

# **Contact Centre Review**

**November 2009**

# VisitBrighton Contact Centre Review

## Introduction

VisitBrighton's Visitor Services team produced a strategy document in 2006 which looked at recommendations for the future of their service. At that time there were several recommendations made, and in the last two years we have relocated the Visitor Information Centre (VIC) to the Royal Pavilion, opened an official Visitor Information Point at Brighton Toy & Model Museum, and worked with colleagues in the Sustainable Transport team to introduce the new pedestrian wayfinding scheme in the city centre. It is now timely that we look at the options for the service's Contact Centre.

## Background

The VisitBrighton contact centre service has been operating via a premium rate telephone number since 2000. The Premium Rate Line (PRL) was introduced following an audit of telephone answer times throughout the council; at that time the service was receiving around 500,000 calls per year, but the staff were only able to answer around 51,000 calls, ie just over 10% - all other callers received the busy tone, which sent a negative message to both visitors and stakeholders.

In order to answer more calls, a contact centre operation was set up using an "Interactive Voice Response" (IVR) platform which gives callers options to hear some recorded information, as well as the facility to speak to an assistant. A PRL was chosen to offset the costs of the new system and the extra staffing required to ensure the service was a success. The system currently in place ensures that 100% of calls are answered.

All calls to the PRL are charged at 50p per minute. VisitBrighton earns an "out payment" of 33p in each 50p, ie 66%. The remainder is paid to the line provider, Opal Telecom. VisitBrighton holds a current licence from PhonePayPlus to operate a live premium rate service.

When the service launched in 2000 there were nearly 75,000 calls to the system, and we earned £40,000. However, the number of calls, and therefore the income, has dropped by up to one third year on year. It is difficult to say whether this is because it is a PRL, or because it coincided with the huge growth in use of the internet and email as a source of information – certainly the number of email enquiries received by the

VisitBrighton team rose rapidly for the first few years; the drop in telephone enquiries also followed a national trend within other Tourist Information Centres around the country. By 08/09, the number of calls had dropped to 12,707, and the income earned was just £9,475. The current income target in this financial year is £16,970. Trends so far this year show that income will drop again, and we are forecasting less than £8,000 in income in 09/10. VisitBrighton will need to absorb this under-achievement through other income generation or by cutting expenditure.

The following table shows the number of calls and revenue from 2000 to 2009.

<b>Year</b>	<b>No of calls</b>	<b>£s revenue</b>
00/01 (partial year)	74,359	39,934
01/02	94,838	49,900
02/03	65,427	34,564
03/04	46,724	30,115
04/05	36,577	20,103
05/06	33,185	17,726
06/07	23,422	13,684
07/08	17,282	11,805
08/09	12,707	9,475

Telephone calls represent only a percentage of the total enquiries we receive to our service. In total, the Visitor Services team welcome nearly 300,000 visitors to the Visitor Information Centre, and respond to more than 55,000 personal enquiries, 10,500 emails and 1,200 postal enquiries each year. In addition, the service also receives around one million unique visitors to the website each year.

One of the drawbacks of operating a premium rate line is that queuing is not allowed on live premium rate services – if all the operators are busy, the caller can listen to the options again, or pre-recorded information, but if they don't choose one of these options, then they are invited to try again later, and the call has to be terminated.

### **Advantages and Disadvantages of a PRL service**

<b>Advantages</b>	<b>Disadvantages</b>
100% of calls to the service are now answered.	A PRL can put off some callers, particularly older people.
The service now only receives genuine Visitor Information enquiries	We are unable to use the PRL number on any overseas

<p>– previously many of the calls were from customers using the service as a cheaper option than Directory Enquiries, which was already charging for its calls, or eg calls about train times outside our area, because the National Rail line was often engaged.</p>	<p>campaigns or promotions as it is not accessible to callers outside the UK.</p>
<p>When the service was launched it had the backing of the Brighton &amp; Hove Hotels Association who were pleased that they were no longer losing possible recommendations, referrals and bookings due to missed calls.</p>	<p>Staff find it challenging to keep customers on the line long enough to take their details, so are less able to convert enquiries into bookings or ticket sales, or to capture consumer data for marketing purposes.</p>

## Options

There are a number of options available, which are identified as follows:

### **Option 1: Keep Premium Rate Line @ 50p per minute:**

We could continue operating the PRL as at present. However, with the volume of calls dropping year on year, it would become unsustainable within a few more years, as can be seen from the following table:

<b>Year</b>	<b>No of calls</b>	<b>£s revenue</b>
00/01 (partial year)	74,359	39,934
01/02	94,838	49,900
02/03	65,427	34,564
03/04	46,724	30,115
04/05	36,577	20,103
05/06	33,185	17,726
06/07	23,422	13,684
07/08	17,282	11,805
08/09	12,707	9,475
<i>Forecast for future years</i>		
09/10	10,165	7,580
10/11	8,132	6,064
11/12	6,505	4,851
12/13	5,204	3,880
13/14	4,163	3,104

### **Option 2: Keep Premium Rate Line but change to 50p whole call costs**

"Drop charge" tariffs may increase the length of the call, but VisitBrighton's revenue would decrease dramatically. Although the cost of the whole call would only ever be 50p to the customer, we would only receive the current out payment from the first minute of the call. For every minute thereafter we would be charged 0.02p per minute which would be deducted from our monthly outpayment. Based on the 12,707 calls received in 2008/09, and an estimate provided by Opal Telecom, this would mean revenues of only £2,951, rather than the £9,475 achieved. Changing to 50p whole call would be unlikely to halt the decline in the number of calls, as it would still be giving a negative message to visitors, and so the downward projection would be similar to that of 50p per minute, and the resulting income would be much lower than at present.

**Option 3: Keep Premium Rate Line but increase cost of call to 75p or £1 per minute:**

Based on 2008/09's call volumes, revenue could increase to £14,212 (@ 75p per minute) or £18,500 (@ £1.00 per minute). However these figures should be treated with caution – the number of calls would be likely to decrease at a much faster rate if the cost increases, especially as email is now so accessible as a medium, and we would risk losing the good will of both visitors and local stakeholders.

**Option 4: Change to National Rate Number (0871)**

National rate numbers are not viewed with as much suspicion by visitors, and so it would be likely to at least halt the decline in the number of calls, if not actually increase them. However, based on the 12,707 calls in 08/09, we would be likely to earn only £947.50 – which, though a substantial drop from the revenue based on 50p per minute calls could encourage and enable the staff to convert more enquiries into bookings/sales, thereby earning revenue for our service, and increasing business for the city's accommodation providers, attractions and venues. If we changed to a National Rate number we could retain the existing IVR platform, telephony equipment and office space, and it would be a positive message to both our visitors and our stakeholders.

The following table compares the projected revenue from a national rate number and the revenue received in 2008/09, based on the 12,707 calls received.

<b>No of calls</b>	<b>£s @ 50p per min</b>	<b>£s @ national rate</b>	<b>Gap</b>	<b>Number of bookings needed to plug gap *</b>
12,707	£9,475	£947.50	£8,527.50	570

\* based on an average booking value of £150.00. This is the number of extra bookings that the staff would need to make each year just to fund the gap in the current income received, not allowing for further decline in the number of calls, and not allowing for the shortfall against the current

income target. It has to be recognised that converting this number of bookings is not necessarily achievable – many of our enquiries are for one night stays at the weekend, which the staff are not able to book, due to the industry's requirement of a minimum two night stay at weekends throughout most of the year.

### **Option 5: Relocate VisitBrighton's Contact Centre to the Royal Pavilion and work together with the new Royal Pavilion Contact Centre team**

The Royal Pavilion launched their new contact centre operation in July 2009. It is designed to maximise revenue through increased sales of admission tickets, educational tours etc. The Pavilion have invested in new ticketing software and telephony equipment and their staff have been trained to understand the full breadth of the Royal Pavilion & Museum's offer. They are able to handle all calls to their service, with "champions" in each area of activity.

The Pavilion use a range of local rate lines, with different numbers for each of their services. If VisitBrighton opted for a local rate line, there would be no income due to us (but as shown above, the income from a national rate number would be considerably less than at 50p per minute anyway). By working in partnership with the Royal Pavilion team, it could offer the possibility of sharing accommodation, and the opportunity to cross train each team in handling simple enquiries, which would benefit both teams. The Visitor Information staff would remain as "champions" of their own visitor enquiries, and would be responsible for fulfilling all transactional sales (eg accommodation bookings, non-Pavilion ticket sales etc), but could, for example, quite easily sell admission tickets to the Royal Pavilion alongside, with the revenue going to the Pavilion team. Likewise the Pavilion team could be trained how to use VisitBrighton's database to enable them to answer simple enquiries about attractions and events in the city.

There would be benefits to both teams, who would also be able to cover for each other during lunch breaks, sickness, or annual leave, thereby ensuring a quality service to all customers. It would be beneficial to have two separate lines, one for the more complex accommodation enquiries, and one for non accommodation – each line could have a different system of handling overflow calls, ie the more general, non accommodation enquiries could be passed to the Royal Pavilion team if necessary, while the accommodation calls stayed with the VIC team, who have the product knowledge required to advise visitors on where to stay, and the software to capture customer data and make bookings.

This option would have the greatest potential to grow the number of accommodation bookings made by the contact centre staff, as it would be very easy for the team to keep the customer on the phone long enough to take their details, and even to make the booking for them while they are still on the line.

Another major benefit would be that local rate numbers are accessible to overseas callers, who cannot contact us via the premium rate service as 0906 numbers are not accessible outside the UK. In addition the Pavilion's system allows calls to queue and a reporting module shows staff how many calls are waiting. Overflow calls could still be routed to back-up staff in Brighton Town Hall where the rest of the VisitBrighton team are based.

There is a slight danger that the number of calls might actually grow and the number of VIC staff would not be adequate to support the level of enquiries.

With this option there are some start-up costs involved as we would need to purchase new telephone handsets and licences to link in to the Pavilion's call handling software. An indication of these costs is given in the following table:

<b>Start up costs</b>		<b>Ongoing costs</b>	
1x IP handsets @ £145 each	£145	Handset maintenance @ £67 pa x 2	£67
1 x Supervisor CMS software	£370	Maintenance @ £74	£74
2 x Agent licence @ £281 each	£562	Line rental costs per line @ £10 per month per line	£240
Programme writing by ntl/Dimension Data	£2,000 (estimated cost)		
Connection charge for two easily memorable 0300 numbers	£400		
<b>Total</b>	<b>£3,477</b>		<b>£381</b>

**Option 6: Cease all call handling enquiries as per VisitLondon.**



This would give a very negative message to prospective visitors, who are still at the decision making stage of their visitor journey. As Brighton & Hove no longer have an annual brochure, and not all our customers have access to online information, we would be unable to help anyone who was not able to email us their enquiry. The negative perceptions of Brighton & Hove as a destination could be very harmful to the city's £400m+ annual visitor spend.

## Budget Implications

The following chart shows the budget implications for each option based on the 09/10 budget. The 3<sup>rd</sup> and 4<sup>th</sup> column use a traffic light system to indicate the level of impact. Please also read the notes \* following this table.

Option	Budget implication (current income target (£16,970), less any anticipated income, plus any start up costs).	Impact on visitor satisfaction	Impact on ability to support accommodation booking revenue
1	£9,390	Red	Red
2	£14,019	Red	Red
3	£2,758 (@ 75p pm)  £1,530 @ £1 pm *	Red  Red	Red  Red
4	£16,023	Amber	Amber
5	£20,828 **	Green	Green
6	£16,970	Red	Red

\* but nb, as explained in this document, this is neither necessarily achievable nor sustainable.

\*\* includes annual costs of £381 in year one for software, licences etc. plus there would be start up costs in year 1 of approx £3,500.

## Consultation & Feedback

This document has been sent to a range of interested groups including local VisitBrighton Partners, and staff, in order to get feedback on the options given above.

Please complete the form at the end of this document and return by **Friday 25 September 2009** via fax, post or email to:

Suzanne Mantell

Visitor Services Manager

VisitBrighton

1<sup>st</sup> Floor

Brighton Town Hall

Brighton

BN1 1JA

Tel 01273 292613

Fax 01273 292617

Email [suzanne.mantell@visitbrighton.com](mailto:suzanne.mantell@visitbrighton.com)



www.visitbrighton.com

# Visit Brighton

## Contact Centre Review Feedback Form

There are six options given in the consultation document:

- 1 Keep PRL @ 50p per minute
- 2 Keep PRL but change to 50p whole call costs
- 3 Keep PRL but increase cost of call to 75p or £1
- 4 Change to National Rate number
- 5 Change to local rate number and work with the Royal Pavilion
- 6 Cease all call handling enquiries.

Which of these options do you prefer and why?

Please fill in the form overleaf and return it, by **Friday 25 September 2009** via fax, post or email to Suzanne Mantell, Visitor Services Manager, VisitBrighton, 1<sup>st</sup> Floor, Brighton Town Hall, Brighton, BN1 1JA, Tel 01273 292613, Fax 01273 292617, Email [suzanne.mantell@visitbrighton.com](mailto:suzanne.mantell@visitbrighton.com)

You do not have to provide your details unless you want to – however it would be very useful to know which sector you belong to, so I would be grateful if you could indicate this in the table overleaf.

Thank you for your help.

Suzanne Mantell  
Visitor Services Manager  
VisitBrighton

**VisitBrighton Contact Centre Review**

Please return this form by **Friday 25 September 2009** via fax, post or email to Suzanne Mantell, Visitor Services Manager, VisitBrighton, 1<sup>st</sup> Floor, Brighton Town Hall, Brighton, BN1 1JA, Tel 01273 292613, Fax 01273 292617, Email [suzanne.mantell@visitbrighton.com](mailto:suzanne.mantell@visitbrighton.com)

<b>Preferred option number and comments:</b>	
<b>Sector (please indicate):</b>	
Accommodation	Shop/Shopping Centre
Attraction/Activity Provider	Event Organiser
Restaurant/Café/Bar/Pub	Venue
Brighton & Hove City Council team	Other (please state)
<b>Your name (optional)</b>	
<b>Your business name (optional)</b>	

Thank you in advance for taking the time to participate in this review.

## Recommendations

The contact centre review document was sent out to both VisitBrighton staff, and a wide range of stakeholders, including VisitBrighton Partners, Tourism South East, South Downs National Park.

Feedback from stakeholders was low, although evenly spread amongst different sectors.

From responses received, stakeholders overwhelmingly chose Option 5, with only one stakeholder opting to close the service, and one wanting to look more closely at options 5 & 6 again.

Staff were more divided, but still, overall, choosing Option 5, although the VIC team itself were more inclined towards Option 4.

Option No	Stakeholders (11)	Staff (17)	Overall (28)
1	0%	0%	<b>0%</b>
2	0%	5.88% (1)	<b>3.57% (1)</b>
3	0%	0%	<b>0%</b>
4	0%	29.41% (5)	<b>17.86% (5)</b>
<b>5</b>	<b>81.82 % (9)</b>	<b>58.82% (10)</b>	<b>67.86% (19)</b>
6	9.09% (1)	5.88% (1)	<b>7.14% (2)</b>
No decision	9.09% (1)	0%	<b>3.57% (1)</b>

The clear recommendation is to relocate the Contact Centre operation to the Royal Pavilion and introduce a new, local rate enquiry number. However, choosing Option 5 does not preclude considering Option 6 at some point in the future.

# **CULTURE RECREATION & TOURISM CABINET MEMBER MEETING**

## **Agenda Item 52**

Brighton & Hove City Council

<b>Subject:</b>	<b>Fees and Charges 2010/11: Beach Chalets, Beach Huts, Fishing Lockers and Boat Licences, Outdoor Events and Volks Railway</b>		
<b>Date of Meeting:</b>	<b>8 December 2009</b>		
<b>Report of:</b>	<b>Director of Environment</b>		
<b>Contact Officer:</b>	<b>Name: Ian Shurrock</b>	<b>Tel: 292084</b>	
	<b>E-mail: Ian.Shurrock@brighton-hove.gov.uk</b>		
<b>Key Decision:</b>	<b>No</b>		
<b>Wards Affected:</b>	<b>All</b>		

### **FOR GENERAL RELEASE**

#### **1. SUMMARY AND POLICY CONTEXT:**

- 1.1 To set out the proposed increase of the annual rent levied by the council for beach chalets at Ovingdean, Rottingdean, Saltdean, Madeira Drive and Hove Seafront.
- 1.2 To set out the proposed rent increase in relation to the annual ground rent for beach huts along Hove seafront and for fishing lockers and boat licenses on both Brighton and Hove beaches.
- 1.3 To set out fees and charges to passengers using Volks railway.
- 1.4 To set out the charges made to the organisers of outdoor events.

#### **2. RECOMMENDATIONS:**

- 2.1 That the Cabinet Member for Culture, Recreation & Tourism agrees the fees and charges as set out in this report.

#### **3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

##### **Beach Chalets**

- 3.1 There are in total 5 sets of beach chalets. All of these are of solid construction and owned freehold by the Council. In turn they are leased to individuals on a tenancy agreement for an annual sum. Tenants are also responsible for the payment of National Non Domestic rates.

3.2 The locations are Hove, Madeira Drive, Saltdean, Rottingdean and Ovingdean. The demand for beach chalets is still high and there is a current waiting list in place of between 5-10 years,

3.3 The yearly rents for each of the locations are shown in the table below:

	<b>No.:</b>	<b>Current Rent:</b> £ inc. VAT (15%)	<b>Proposed rent:</b> <b>Current Charge</b> <b>+ 2%</b> £ inc. VAT (17.5%)
<b>Hove</b>	22	689.80	718.88
<b>Madeira Drive</b>	23	473.46	493.42
<b>Saltdean</b>	20	401.95	418.90
<b>Rottingdean</b>	30	401.95	418.90
<b>Ovingdean</b>	10	449.19	468.13

3.4 Hove rents remain higher to reflect the level of services available in the chalet including water and electricity. The slightly higher rent charged for Madeira Drive takes into account the prime central location.

3.5 Chalets on Madeira Drive, Saltdean, Ovingdean and Rottingdean promenade do not have any utility connections. However there is water available from a standpipe nearby.

### **Beach Huts**

3.6 Beach huts are wooden, and owned by members of the public who pay an annual fee to keep their hut on Hove Promenade. This is done using a licence agreement, which is renewable on 1<sup>st</sup> April each year.

3.7 The beach huts are an extremely popular and sought after leisure facility which command prices well in excess of their construction value when placed on the open market by their owners. There are approximately 400 beach huts for which the current rent is £318.55 inc VAT per annum. It is proposed that the rental is increased to £331.98 inc VAT per annum.



3.8 Proposed charges for Beach Huts:

	<b>Existing Charge:</b> £ inc. VAT (15%)	<b>Proposed Charge:</b> £ inc. VAT (17.5%)	<b>Percentage Change:</b>
<b>Beach Huts Hove Prom</b>	318.55	331.98	2 %

**Fishing Lockers/Boat Licences**

3.9 There are a number of fishing lockers and boats located on the beach at both Madeira Drive and Hove seafront. Lockers and boat licences are issued each year to registered keepers. The various fees and charges are indicated below.

	<b>Existing Charge</b> Inc. VAT (15%)	<b>Proposed Charge</b> rounded up to 50p Inc. VAT (17.5%)	<b>% Change:</b>
<b>Winch or Capstan Site</b>	21.50	22.50	2%
<b>Beaching Permit for Pleasure/Sailing/Rowing Boat</b>	28.70	30.00	2%
<b>Beach Lock Site – small (self build)</b>	21.50	22.50	2%
<b>Beach Lock Site –large (self build)</b>	43.00	45.00	2%
<b>Beach Locker – (locker owned by Council)</b>	71.75	75.00	2%
<b>Beach Volleyball (hire fee per hour)</b>	19.50	20.50	2%
<b>Beach Basketball Court</b>	Free	Free	0%

**Volks Railway**

3.10 This year it is proposed to increase the fees for the coming season 2010/11 by 2% in line with the other increases. In order to keep flexibility for special events it is proposed to keep the special event rate at £1. Details of the Volks railway charges are detailed below.

	<b>Existing Charge 2009/10</b>	<b>Proposed Charge 2010/11</b> rounded up to 10p	<b>% Change:</b>
<b>FULL JOURNEY</b>			
<b>Adult – Single - Day Return</b>	1.70	1.80	2%
	2.70	2.80	2%
<b>Child – Single -Day Return</b>	0.80	0.90	2%
	1.30	1.40	2%
<b>Snr Citizen – Single - Day Return</b>	1.00	1.10	2%
	1.70	1.80	2%
<b>Family Ticket – Single - Day Return</b>	3.70	3.90	2%
	6.20	6.50	2%
<b>Group Booking:</b>			
<b>Day Return (each) – Adult - Child</b>	2.00	2.10	2%
	1.00	1.10	2%
<b>HALF WAY STATION: PETER PAN</b>			
<b>Adult – Single - Day Return</b>	0.90	1.00	2%
	1.70	1.80	2%
<b>Child – Single -Day Return</b>	0.40	0.50	2%
	0.70	0.80	2%
<b>Special</b>	1.00	1.00	2%
<p>Child – to be under the age of 16 years and over 5.  Senior Citizen – to be 60 years or over.  Family Ticket – up to 5 people of which no more than 2 shall be over the age of 14.  Group Booking – coach/school parties of 10 or more.</p> <p><b><u>VAT</u> – All proposed charges are inclusive of VAT (17.5%) where applicable.</b></p>			

### **Fees & Charges Outdoor Events**

- 3.11 Outdoor events are seen as a way of stimulating tourism and attracting visitors, enhancing the local economy and contributing positively to the City's profile through press and media coverage. In addition to the economic benefits, at a local level they foster a sense of community and bring local people together. Outdoor events are those which take place in parks, on the highway and on public open spaces within the City. They can be broadly categorized by their size, objectives of the organiser [commercial, charitable or community development] and duration [one day

event, a themed weekend or a marquee entertainment with a run of several weeks].

### **Madeira Drive Hire Charges**

3.12 The current hire charges exclusive of VAT for Madeira Drive are shown below:

<b>Category of event:</b>	<b>Charge for the hire of Madeira Drive for the financial year 2009/10:</b> £	<b>Proposed Hire Charges 2010/11:</b> £	<b>Percentage Increase:</b> Rounded up to £25
<b>Commercial</b>	6,550	6,750	3%
<b>Charitable/Community</b>	2,400	2,450	2%
<b>Enthusiasts</b>	1,350	1,400	2%

<b>Advertising Sites:</b>	<b>Current Charge</b> £ inc. VAT (15%)	<b>Proposed Charge 2010/11</b> £ inc. VAT (17.5%)	<b>% Increase</b>
<b>Poster Sites - per poster per 10 day period</b>	4.26	4.47	2%
<b>Banner Sites per week - standard</b>	247.25	264.38	4.5%
<b>Banner Sites per week – concession</b>	166.75	178.60	4.5%

3.13 The events office is a member of the National Outdoor Events Association and attends meetings at both a national and local level. Work has been undertaken at a regional level to compare the fees charged in the south of England. There is no national industry standard and our charges compare favourably with our counterparts in the southeast.

3.14 Associated fees and charges need to be taken into account in relation to the publicity and marketing of events that are held in the city, charges are made for poster and banner sites in various locations across the city. These fees are detailed above.

3.15 Large scale events that are held in parks and open spaces are considered on an individual basis. The rationale on what fees and charges are to applied was set in the Outdoor Events – Charging Policy presented to the Environment committee on 20<sup>th</sup> October 2005.

#### **4. CONSULTATION**

- 4.1 The ability to revise rents is prescribed within the tenancy and licence agreements for each property. Notice of the revised rent is given prior to registered owners being billed by Exchequer Services.

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

##### 5.1 Financial Implications:

Increases to charges are set at the proposed increases to meet budget targets for the forthcoming financial year and cover anticipated increases in inflation and VAT.

*Finance Officer consulted: Derek Mansfield 12<sup>th</sup> November 2009*

##### Legal Implications:

- 5.2 There are no direct legal implications that arise from the reviewed fees and charges of the report. The Council must take the Human Rights Act 1998 into account in respect of its actions but it is not considered that any individual's Human Rights Act rights would be adversely affected by the recommendations or contents of this report.

*Lawyer Consulted: Carl Hearsom 16th November 2009*

##### Equalities Implications:

- 5.3 The events and services that this reports covers cater for people from all sections of the community.

##### Sustainability Implications:

- 5.4 None in relation to the setting of fees and charges

##### Crime & Disorder Implications:

- 5.5 None specifically relating to the content of this report in relation to fees and chares for the coming year

##### Risk and Opportunity Management Implications:

- 5.6 Although it is proposed the fees are being increased there is still a high demand from residents for beach chalets, fishing lockers and beach huts.

##### Corporate / Citywide Implications:

- 5.7 The services detailed in this report provide a significant number of leisure opportunities for a catchment area that includes the whole city.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

6.1 None

**7. REASONS FOR REPORT RECOMMENDATIONS**

7.1 Fees and charges for fishing locker, boats, beach hut and chalets are reviewed each year. There is a requirement within the terms of the agreement that is issued to the occupier that two clear months notice is given of proposed increases before they can be passed on and implemented.

**SUPPORTING DOCUMENTATION**

**Appendices:**

1. None

**Documents In Members' Rooms**

1. None

**Background Documents**

1. None



# **CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING**

## **Agenda Item 53**

Brighton & Hove City Council

<b>Subject:</b>	<b>Events Programme in Parks and Open Spaces 2010</b>		
<b>Date of Meeting:</b>	<b>8<sup>th</sup> December 2009</b>		
<b>Report of:</b>	<b>Director of Environment</b>		
<b>Contact Officers:</b>	<b>Name:</b>	<b>Ian Taylor</b>	<b>Tel:</b> <b>292711</b>
	<b>E-mail:</b>	<a href="mailto:ian.taylor@brighton-hove.gov.uk">ian.taylor@brighton-hove.gov.uk</a>	
<b>Key Decision:</b>	No		
<b>Wards Affected:</b>	All		

### **FOR GENERAL RELEASE**

#### **1 SUMMARY AND POLICY CONTEXT:**

- 1.1 To set out the proposed programme of special events for Parks and Open Spaces in 2010 and to seek landlord's consent for these events.

#### **2. RECOMMENDATIONS:**

- 2.1 That the Cabinet Member Meeting grants consent for the events listed in Appendix 1.
- 2.2 That the Cabinet Member Meeting authorises Officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 That the Cabinet Member Meeting authorises the Director of Environment after consultation with the Cabinet Member to make any alterations to the events programme as necessary.

#### **3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 Most of the events listed in Appendix A have happened before and retain their previous locations and formats.
- 3.2 In 2009 there were concerns about damage caused to the Old Steine and Victoria Gardens by the large marquee-based festival events. A number of conditions were placed upon the organisers including carefully managed get-ins and get-outs, the provision of trackway and

pedestrian walkways and immediate remedial works (at the expense of the organisers). These conditions have worked very well with both sites having been returned to a very high standard shortly after the event departures. The same conditions will be imposed for 2010.

- 3.3. The University of Sussex Students Union has requested the use of Victoria Gardens to put on a two day music event on Saturday 3<sup>rd</sup> and Sunday 4<sup>th</sup> July 2010. The event would be largely targeted at the two local universities. There would be two themed days, Saturday being Dance Music day and Sunday World Music day. The event would be open 1pm to 10pm on Saturday and 1pm to 8pm on Sunday. It will take place within three 'big top' style marquees and is designed for a maximum of 5000 visitors per day. Alongside the three music stages there will be bars, catering and information and welfare areas.

#### **4. CONSULTATION:**

- 4.1 Consultation has taken place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service, NHS Trust, Environmental Health & Licensing and Highways. No negative comments have been received.

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

##### **5.1 Financial Implications:**

- 5.1.1 The level of support given to community events and free public entertainments are financed from income from commercially organised events to produce an overall zero budget, and will be monitored as part of the TBM process. The only contribution from the Authority's Revenue Budget is for the Events Officers' salaries.
- 5.1.2 All major event organisers are required to provide a deposit. This covers the cost of reinstatement, including the removal of litter, should it prove necessary for the council to undertake the work and use its own contractors.

Finance Officer Consulted: Derek Mansfield

##### **5.2 Legal Implications:**

- 5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space for up to 28 days a year in order to facilitate the staging of major outdoor events.
- 5.2.2 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.

Lawyer Consulted: Bob Bruce

5.3 Equalities Implications:

5.3.1 The Events Programme caters for people from all sectors of the community.

5.4 Sustainability Implications:

5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the outdoor events policy.

5.4.2 A set of sustainability guidelines will be given to all event organisers to place sustainability high up the agenda when planning for all outdoor events.

5.5 Crime & Disorder Implications:

5.5.1 Safety Advisory Groups will be 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 the emergency services was agreed in 2004 and will continue to be used in 2010.

5.5.2 The Police are involved in the consultation and planning of all major events.

5.6 Risk and Opportunity Management Implications:

5.6.1 All events will be subject to full site specific, suitable and sufficient risk assessments.

5.7 Corporate / Citywide Implications:

5.7.1 The events programme uses public open spaces throughout the city.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

6.1 Not applicable

**7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 Landlord's consent is required for the staging of all major outdoor events in Brighton & Hove.
- 7.2 Events continue to form an increasingly significant part of the council's overall tourism strategy and contribution to the city's economy. People experience civic pride and satisfaction when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city and enhance the reputation and identity of the area, as well as bringing significant economic benefits.

## **SUPPORTING DOCUMENTATION**

Appendices:

1. List of proposed outdoor events for 2010.

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers.

## APPENDIX 1

### SPECIAL EVENTS – Events requiring the use of open spaces in Brighton & Hove

DATE	EVENT	VENUE	TIMES
Fri 12 Mar – Sun 26 Sept	'Wild Planet' Natural History Exhibition	Seafront General	Tbc
Sat 20 – Sun 21 Mar	Chocolate Festival	New Road	1000-1700 hrs daily
Fri 3 Apr- Sun 5 Apr	Fiery Food Festival	Hove Lawns	1000-1700 hrs daily
Thurs 16 – Sun 19 Apr	Funfair	Carden Park	1300-2200 hrs daily
Thurs 29 Apr – Sat 8 May	Festival Funfair	The Level	1300-2200 hrs daily
Fri 30 Apr – Mon 31 May	Ladyboys of Bangkok	Victoria Gardens	Shows approx. 1700 hrs, 2030 hrs each day
Fri 1 May – Mon 25 May	The Parlure	The Old Steine	Sun – Wed 1200hrs – 0030hrs Thurs – Sat 1200hrs-0200hrs
Sat 1 May	Festival Children's Parade	Town Centre	1100-1300 hrs
Fri 13 – Sun 13 June	Brighton Festival Horse Driving Trials	Stanmer Park	1000-1800 hrs daily
Thurs 6 May – Sun 16 May	Moscow State Circus	Preston Park	Shows approx. 1700 hrs, 1945 hrs each day
Fri 21 – Mon 24 May	Funfair	Victoria Recreation Ground	1300 hrs-2200 hrs daily
Monday 31 May	Hove Lions Carnival	Hove Park	1000-1700 hrs
Fri 28 – Mon 31 May	Funfair	Hove Promenade	1300-2000 hrs daily
Sun 30 May	2CV Rally	Hove Park	1000-1700 hrs
Sun 6 June	Springwatch	Stanmer Park	1000-1800 hrs
	Medieval Festival	Greenleas Recreation Ground	1000 hrs Fri – 2200 hrs Sun
Sat 19 June	Take Part Festival of Sport	Preston Park	1000-1700 hrs
Sun 27 June	Armed Forces Day	Hove Lawns	1000-1800 hrs
Sun 27 June	Capital to Coast Bike Ride	Hove Lawns	1000-1800 hrs
Sat 3 – Sun 4 July	Race for Life	Stanmer Park	1000-1600 hrs
Sat 3 – Sun 4 July	USSU Summer Ball	Victoria Gardens	1200-2200 Sat 1200-1800 Sun
Sat 4 – Sun 5 July	Paddle Round The Pier	Hove Lawns/Seafront	1000 hrs-1800 hrs
Sat-Sun 10-11 July	Brighton Kite Festival	Stanmer Park	1000-1700 hrs
Sun 18 July	Peace Picnic	Hove Lawns	1000-1900 hrs

## APPENDIX 1

Sun 18 July	RSPCA Open Day	Braypool	1000-1700 hrs
Sat 7 August	Pride	Preston Park	1100-2000 hrs
Thurs 19 – Tues 31 Aug	Zippos Circus	Hove Lawns	Various
	Fiery Food Festival	Victoria Gardens	1000-1700 hrs
Sun 26 Sept	London to South Coast Bike Ride	Hove Lawns	tbc
Thurs 23 – Sat 2 Oct	Funfair	The Level	1300-2200 hrs daily

# CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

## Agenda Item 54

Brighton & Hove City Council

<b>Subject:</b>	<b>Special Events – Madeira Drive Closures 2010</b>
<b>Date of Meeting:</b>	<b>8th December 2009</b>
<b>Report of:</b>	<b>Director of Environment</b>
<b>Contact Officer:</b>	<b>Ian Taylor      Tel: 292711</b>
	E-mail: <a href="mailto:ian.taylor@brighton-hove.gov.uk">ian.taylor@brighton-hove.gov.uk</a>
<b>Key Decision:</b>	No
<b>Wards Affected:</b>	All

### FOR GENERAL RELEASE

#### 1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed programme of special events on Madeira Drive in 2010 and to seek approval of the associated road closures.

#### 2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member Meeting grants consent for the 2010 programme for special events on Madeira Drive and the associated road closures as listed in Appendix 1.
- 2.2 That the Cabinet Member Meeting authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 That the Cabinet Member Meeting authorises the Director of Environment after consultation with the Cabinet Member to make any alterations to the events programme as necessary.

### **3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 Most of the events listed in Appendix 1 have taken place on Madeira Drive before and retain their traditional place in the events calendar and their usual format.
- 3.2 The inaugural Brighton Marathon will take place on Sunday 18<sup>th</sup> April 2010. This event has already received consent from Cabinet in April 2009.
- 3.3 Brighton and Hove Bus Company are celebrating their 75<sup>th</sup> anniversary in 2010. As the centrepiece of the celebrations they want to use Madeira Drive for a display of 'buses throughout the years' and an exhibition of public transport related memorabilia.
- 3.4 The Old Skool Ford Club have held their London to Brighton Run for the past two years in Brighton Marina. Due to the popularity of the event, the club wish to hold the final display of cars on Madeira Drive, comprising of over 600 classic ford cars including Anglia's, Cortina's, Escort's, Capri's and Granada's.
- 3.5 The White Air Extreme Sports Festival took place along the seafront for the first time in 2009. With over 500 participants in 40 sports, the event was regarded as a success. There were issues around access to the seafront for those not attending the event, and these were identified at the event debrief and will be addressed for 2010.

### **4. CONSULTATION:**

- 4.1 Consultation has taken place with Ward Councillors (Queen's Park and East Brighton Wards), Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service, NHS Trust and the Seafront Traders Association. Internally, consultation has taken place with the Seafront Office, Environmental Health & Licensing and Highways. No negative comments have been received.

### **5. FINANCIAL & OTHER IMPLICATIONS:**

- 5.1 Financial Implications:
  - 5.1.1 The level of support given to community events and free public entertainments are financed from income from commercially organised events to produce an overall zero budget, and will be monitored as part of the TBM process. The only contribution from the Authority's Revenue Budget is for the Events Officers' salaries.

- 5.1.2 All major event organisers are required to provide a deposit. This covers the cost of reinstatement, including the removal of litter, should it prove necessary for the council to undertake the work and use its own contractors.

Finance Officer Consulted: Derek Mansfield

## 5.2 Legal Implications:

- 5.2.1 Brighton & Hove City 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. Some events may need planning permission but such permission is granted for up to 28 days in any year under the terms of the General Development Order

- 5.2.2 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.

- 5.2.3 The terms of the agreements with the event organisers, the ongoing consultation process and the long lead-in periods should ensure that the events are properly managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce

## 5.3 Equalities Implications:

- 5.3.1 The Events programme caters for people from all sectors of the community.

## 5.4 Sustainability Implications:

- 5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 5.4.2 A set of sustainability guidelines will be given to all event organisers to place sustainability high up the agenda when planning for all outdoor events.

## 5.5 Crime & Disorder Implications:

5.5.1 Safety Advisory Groups will be 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 these events in 2010.

5.5.2 The Police are involved in both the consultation and planning of all major events.

## 5.6 Risk and Opportunity Management Implications:

5.6.1 All events will be subject to full site-specific, suitable and sufficient risk assessments.

## 5.7 Corporate / Citywide Implications:

5.7.1 The events programme takes place on Madeira Drive and along the seafront between Brighton Pier and Brighton Marina.

## 6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 Not applicable

## 7. REASONS FOR REPORT RECOMMENDATIONS

7.1 Landlord's consent is required for the staging of all major outdoor events within Brighton & Hove.

7.2 Events continue to form an increasingly significant part of the council's overall tourism strategy and contribution to the city's economy. People experience civic pride and satisfaction when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city and enhance the reputation and identity of the area, as well as bringing significant economic benefits.

## SUPPORTING DOCUMENTATION

Appendices:



1. List of proposed Madeira Drive road closures for 2010.

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers



**SPECIAL EVENTS - Events requiring the closure of Madeira Drive 2010**  
**This list is subject to change**

DATE	EVENT	CLOSURE
Sun 21 February	Brighton & Hove Half Marathon	Aquarium to Black Rock 0600-1600 hrs
Sun 14 March	Pioneer Motorcycle Run	Aquarium to Black Rock 0600-1700 hrs
Sun 21 March	Sport Relief 2010	Aquarium to Black Rock 0600-1800 hrs
Sun 18 April	Brighton Marathon	Aquarium to Black Rock <i>tbc</i>
Sun 25 April	Jaguar Car Run	LP9-LP20 0600-1800 hrs
Sat 1 May	Children's Parade	Aquarium to base of Duke's Mound 0800- 1500 hrs
Sun 2 May	Historic Commercial Vehicle Run	Aquarium to Black Rock 0600-1900 hrs
Sun 9 May	MG Regency Run	Aquarium to Duke's Mound 0600-1800 hrs
Sun 16 May	Mini Owners Rally	Aquarium to Black Rock 0600-1800 hrs
Sun 6 June	Classic Car Run	Aquarium to Black Rock 0600-1800 hrs
Sun 13 June	Brighton & Hove Buses 75 <sup>th</sup> Anniversary Celebration	LP 9 to base of Dukes Mound 0600 -1800 hrs
Sun 20 June	British Heart Foundation's London to Brighton Bike Ride	LP7-LP19 Sat 0600-Sun 0600 hrs Aquarium to Black Rock, Sun 0400-2230 hrs
<i>July tbc</i>	Brighton Carnival	LP10 - base of Duke's Mound
Sat 7 August	Pride Parade	Aquarium to LP14 0600 – 1200 hrs
Sun 5 September	Old Skool Ford Run	LP9-base of Dukes Mound 0600-1800 hrs
Sat 11 September	National Speed Trials	Aquarium to Black Rock 0600-1900 hrs
Sun 12 September	Ace Café Reunion	Aquarium to Black Rock 0600-2200 hrs
Fri 17 – Sun 19 September	White Air 2010	<i>Tbc</i>
Sun 26 September	Landrover Run	Aquarium to Black Rock 0600-1800 hrs
Sat 2 October	Volkswagen Classic Run	Aquarium to Black Rock 0600-1800 hrs
Sun 10 October	Brightona	Aquarium to Black Rock 0600-1800 hrs
Sun 7 November	Veteran Car Run	LP7-12 and Dukes Mound to Black Rock Sat 0600- Sun 0600 hrs

		Aquarium to Black Rock, Sun 0600-2200 hrs
Sun 21 November	10K Road Race	Aquarium to Black Rock 0700 – 1300 hrs
Tues 21 December	Burning the Clocks	Aquarium to Black Rock 1600 – 2100 hrs