



**Brighton & Hove
City Council**

Overview & Scrutiny

Title:	Culture, Tourism & Enterprise Overview & Scrutiny Committee
Date:	29 September 2011
Time:	4.00pm
Venue	Council Chamber, Hove Town Hall
Members:	Councillors: Brown (Chair), C Theobald, Deane, Farrow, Hawtree, Hyde and A Kitcat
Contact:	Julia Riches/Karen Amsden Scrutiny Support Officer julia.riches@brighton-hove.gov.uk/karen.amsden@brighton-hove.gov.uk

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24. WORK PROGRAMME

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Contact Officer: Karen Amsden

Tel: 29-1084

25. ITEMS TO GO FORWARD TO CABINET OR THE RELEVANT CABINET MEMBER MEETING

To consider items to be submitted to the next available Cabinet or Cabinet Member.

26. ITEMS TO GO FORWARD TO COUNCIL

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For further details and general enquiries about this meeting contact Julia Riches (email julia.riches@brighton-hove.gov.uk) or email scrutiny@brighton-hove.gov.uk

Date of Publication - Wednesday, 21 September 2011

Agenda Item 13

To consider the following Procedural Business:-

A. Declaration of Substitutes

Where a Member of the Committee is unable to attend a meeting for whatever reason, a substitute Member (who is not a Cabinet Member) may attend and speak and vote in their place for that meeting. Substitutes are not allowed on Scrutiny Select Committees or Scrutiny Panels.

The substitute Member shall be a Member of the Council drawn from the same political group as the Member who is unable to attend the meeting, and must not already be a Member of the Commission. The substitute Member must declare themselves as a substitute, and be minuted as such, at the beginning of the meeting or as soon as they arrive.

B. Declarations of Interest

- (1) To seek declarations of any personal or personal & prejudicial interests under Part 2 of the Code of Conduct for Members in relation to matters on the Agenda. Members who do declare such interests are required to clearly describe the nature of the interest.
- (2) A Member of the Overview and Scrutiny Commission, an Overview and Scrutiny Committee or a Select Committee has a prejudicial interest in any business at meeting of that Committee where –
 - (a) that business relates to a decision made (whether implemented or not) or action taken by the Executive or another of the Council's committees, sub-committees, joint committees or joint sub-committees; and
 - (b) at the time the decision was made or action was taken the Member was
 - (i) a Member of the Executive or that committee, sub-committee, joint committee or joint sub-committee and
 - (ii) was present when the decision was made or action taken.
- (3) If the interest is a prejudicial interest, the Code requires the Member concerned:-

- (a) to leave the room or chamber where the meeting takes place while the item in respect of which the declaration is made is under consideration. [There are three exceptions to this rule which are set out at paragraph (4) below].
 - (b) not to exercise executive functions in relation to that business and
 - (c) not to seek improperly to influence a decision about that business.
- (4) The circumstances in which a Member who has declared a prejudicial interest is permitted to remain while the item in respect of which the interest has been declared is under consideration are:-
- (a) for the purpose of making representations, answering questions or giving evidence relating to the item, provided that the public are also allowed to attend the meeting for the same purpose, whether under a statutory right or otherwise, BUT the Member must leave immediately after he/she has made the representations, answered the questions, or given the evidence,
 - (b) if the Member has obtained a dispensation from the Standards Committee, or
 - (c) if the Member is the Leader or a Cabinet Member and has been required to attend before an Overview and Scrutiny Committee or Sub-Committee to answer questions.

C. Declaration of Party Whip

To seek declarations of the existence and nature of any party whip in relation to any matter on the Agenda as set out at paragraph 8 of the Overview and Scrutiny Ways of Working.

D. 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 the category under which the information disclosed in the report is confidential and therefore not available to the public.

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

AGENDA ITEM 14

BRIGHTON & HOVE CITY COUNCIL

CULTURE, TOURISM & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

4.00PM 30 JUNE 2011

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillors Brown (Chair); Deane, Farrow, Hawtree, Hyde and A Kitcat and Marsh.

Co-opted Members:

PART ONE

1. PROCEDURAL BUSINESS

1.1 Declarations of Substitutes

There were none. Councillor Carol Theobald sent her apologies.

1.2 Declarations of Interests

There were none.

1.3 Declaration of Party Whip

There were none.

1.4 Exclusion of Press and Public

In accordance with section 100A(4) of the Local Government Act 1972, it was considered whether the press and public should be excluded from the meeting during the consideration of any items contained in the agenda, having regard to the nature of the business to be transacted and the nature of the proceedings and the likelihood as to whether, if members of the press and public were present, there would be disclosure to them of confidential or exempt information as defined in section 100I (1) of the said Act.

RESOLVED: That the press and public are not excluded from the meeting.

2. MINUTES OF THE PREVIOUS MEETING

2.1 The minutes from the 31 March 2011 were agreed.

3. CHAIR'S COMMUNICATIONS

- 3.1 The Chair, Councillor Vanessa Brown, welcomed everyone, particularly the new Councillors, to the Committee. Members and officers all introduced themselves. She noted that the Committee had done some valuable work in the past and confirmed her intention to continue to work in an open and inclusive manner. She explained that the committee was not decision-making but it had an important role to play in looking at policies and strategies within its remit and inputting into policy development at an early stage. The Chair then went on to inform the committee of previous and forthcoming events. The Brighton Festival, the Fringe, the Great Escape and the Open Houses had all been great successes. Forthcoming events included Take Part, Paddle round the Pier, and the Race for Life. An exhibition "Keepers' would involve residents showing their collections. Finally the Chair congratulated Resident Records for winning the best independent Record Store in the UK and Concorde 2 for winning best live venue.

4. PUBLIC QUESTIONS

- 4.1 There were none.

5. LETTERS FROM COUNCILLORS

- 5.1 Councillor Leigh Farrow introduced his letter requesting that the Committee consider the issue of access to cultural events by older people. Councillor Farrow was concerned that there was a concentration of cultural activities in the centre of the city and they may be inaccessible to older people, both because of location and cost. It was agreed to discuss this issue further under Item 9 on the agenda when the Committee considered its work programme.

6. WHAT IS SCRUTINY?

- 6.1 Giles Rossington, Senior Scrutiny Officer, introduced the item on behalf of Tom Hook, Head of Scrutiny. He explained that the remit of the committee was included in the agenda papers. Scrutiny is a member-led process and the members set their own agendas. As part of this Members needed to think about both the relevance and the timing of any subjects. Consideration should be given to the council's and the city's priorities. The best time to consider issues was often pre-decision when members could input into the policy-setting process. There was merit in looking at policies after implementation, particularly if a problem had arisen, but pre-decision was often more timely. The Committee may find it useful to use the Forward Plan as a tool in agenda-setting. Mr Rossington emphasised that the Scrutiny Team were a resource for Scrutiny Councillors and would be very happy to assist members of the Committee, including carrying out research into specific issues.

7. INTRODUCTION TO CULTURE, RECREATION & TOURISM

- 7.1 David Murray, Strategic Director, Communities and his team gave a powerpoint

presentation (for copy see minute book). Mr Murray outlined what his division covered and members of his team introduced different areas.

- 7.2 Sally McMahon, Head of Library and Information Services told the Committee that the libraries in the city score very well in terms of satisfaction: satisfaction amongst local residents had increased by 27% over 5 years, and for children the satisfaction rating was now the second highest in the country. The libraries also provided very good value for money and had not suffered from the drop in usage other cities had. The libraries were cultural venues as well as supporting lifelong learning. Around half the items borrowed from libraries concerned health and wellbeing so that was also an important role. More services were now on-line and since March 2011 libraries had been involved in Council Connect, helping people access online council services. There was free internet in all libraries - around 68% of library users do not have internet access at home.
- 7.3 Adam Bates, Head of Tourism & Leisure Delivery Unit, introduced sports and leisure on behalf of Ian Shurrock, Commissioner for Leisure. He explained that leisure centres in the city were operated on behalf of the council by a social enterprise Freedom Leisure. The sports and leisure team were also involved in sports development, for example health walks, the older people's Olympics and the current Take Part festival.
- 7.4 Janita Bagshawe, Head of Royal Pavilion and Museums, informed the Committee that there were 620,000 visits to the city's four museums and the Royal Pavilion by the end of 2010. This was an increase of 30,000. There were high levels of satisfaction and the museums and Pavilion made a huge contribution to the city's economy: around £18m from Brighton Museum and £27m from the Pavilion. This in turn was estimated to support around 1,000 FTE jobs. In the place survey which measured the number of adults who visited museums, Brighton had the highest score amongst unitaries outside London. Earned income contributed to over half of the operating budget of the service. They offered a 'cradle to grave' service from early years learning to working with older people. This latter area was one the team were conscious of the need to do more and work more closely in partnerships with other organisations to reach more older people. The team also worked with schools and helped support the voluntary museums in the city (for example the Police, Fishing and Toy Museums).
- 7.5 Mr Bates informed the committee that the city had a number of venues, including the Brighton Centre. The Brighton Centre was a valuable asset that had brought visitors into the city when other seaside places had gone into decline in the 1970s. It continued to bring conferences to the city. Tourism in the city created around 17,000 jobs and generated around £732m.
- 7.6 VisitBrighton was the city's destination marketing tool. Around 400 businesses worked with VisitBrighton: this number was unlikely to increase but there would be further opportunities for collaboration. The Visitor Service provided local information – mainly in an electronic rather than paper form. The Convention Bureau worked to generate business for the city in different venues, for example, the racecourse, the cricket club or the Metropole Hotel.
- 7.7 The outdoor events team supported around 180 events from small community events to the large events like Pride or Paddle round the Pier.

- 7.8 Mr Bates informed the Committee that the council owned and operated 13km of the seafront. This was a varied area ranging from very busy areas to more quiet ones. The team were thinking coherently about how to make the most of the seafront: which areas were working well and which may need more help.
- 7.9 The Arts and Cultural Projects team supported a wide range of events, including the very successful White Night. Mr Murray explained how the Commissioner for Culture, Paula Murray, drew together all the threads of the service and worked very closely with other organisations such as the Dome and the Arts Commission. Mr Murray concluded by remarking that whilst culture, recreation and tourism was a very positive, forward-facing portfolio, it also had a serious role to play in many areas including health and community cohesion.
- 7.10 The Committee then made a number of comments thanking the team for the presentation and asked a range of questions including on the future of the Booth Museum. Ms Bagshawe told the committee that the recent National History Review had looked at maximising the use of the collections and the review would be reporting later this year. A question was asked about the loss of free swimming to the over 65s and Mr Murray told the committee the funding for this had been withdrawn but they were looking at ways of reaching new audiences for swimming. Following a question on the History Centre and the Keep, Mr Murray confirmed that no decision had been made to close the History Centre. In response to a question about maximising the profitability and flexibility of our venues, Mr Bates offered to bring an update to the committee on this issue.

8. INTRODUCTION TO ECONOMIC DEVELOPMENT

- 8.1 Geoff Raw, Strategic Director, Place gave a powerpoint presentation (for copy see minute book). Mr Raw told the committee that a recent HSBC and Centre for Cities report had recently identified Brighton & Hove as the number one "Rebellious Alternative Economy". However, there were no facts in the report to back up the headline. One of the jobs of the economic development team was to provide the facts and figures. The council own a huge number and range of assets and a key question is how to use these assets to strengthen the economy. The economic development team were looking at 3 areas: business and enterprise; employment and skills; and development and investment. The City Employment and Skills Plan (CESP) had a number of targets and objectives and three main priorities, namely: 6,000 jobs by 2014; how to equip local residents to get jobs; and to promote jobs and residents needs to partner organisations. The job market was very competitive and it was challenging to help children who were leaving secondary schools with very average qualifications to get jobs.
- 8.2 In terms of business support, the Business Link was turning into an online resource. There were a lot of mentors in the city which was a great resource. The Business Retention and Inward Investment (BRII) strategy was owned by the Local Strategic Partnership and the Committee may want to look at the BRII again.
- 8.3 The economic development team ran services for businesses that needed premises. The lengthy timescale for major infrastructure projects mean they cross a number of different political administrations which can make it difficult for developers. There is perception

that it is difficult to do business here. Development in a compact city is controversial and it can be difficult to gain consensus. The Committee could look at doing this better and challenge officers to do so. The high property values in the city were important to developers who know that they won't lose money.

- 8.4 The Local Enterprise Partnership (LEP) had international trade and entrepreneurship as its two main themes. It will work hard to get the message to central government.
- 8.5 Major projects can be described as facing the 3 'c's: complacency (a risk); collaboration (a strength) and competitiveness.
- 8.6 Members then made a number of comments and asked a range of questions. In answer to a question on the target for jobs, Mr Raw confirmed that 140 new jobs had been created and the target of 6,000 was challenging. The team were liaising closely with universities to help graduates into work. Following a question on a potential media commission, Mr Murray confirmed that filming in the city was currently done on an ad-hoc basis, but they were considering setting up a film unit within the council. Following a question on setting up a new art gallery in the city, Mr Murray confirmed that they were looking at spaces that could be used as temporary arts installation space.

9. SCOPING REPORT FOR SCRUTINY AGENDAS

- 9.1 The Chair introduced the scoping report for Members to determine their future work programme and suggested one presentation and then between four and six items per agenda. It was agreed that Andrew Comben was invited to the September meeting to discuss the Brighton Dome and Festival. It was suggested that Councillor Farrow's agenda item could be taken as a scrutiny panel? Prior to a scrutiny panel being established, a scoping report would be taken to the Committee. Regular update items on the Olympics and the Marathon were also agreed. Mr Murray told the committee that they were putting together a forward plan on what events were happening and how to publicise them – a report on this could be brought to the Committee. A further suggestion was to look at the Music Industry in the city: this had been a previous suggestion for a scrutiny panel. Karen Amsden, Scrutiny Officer, updated the Committee on the establishment of Made In Brighton forum, which was being facilitated by the Arts and Cultural Projects team to help and promote the music industry. The Committee also agreed they would input into the forthcoming library strategy at an appropriate point. It was also suggested that outside organisations could be invited to input into the discussions. It was noted that some subjects (like the draft library plan) may be best dealt with in scrutiny workshops.
- 9.2 It was agreed that the timing of some of the issues need to be clarified and the Chair, Deputy Chair and Green Spokesperson would meet with relevant officers to discuss the work programme further and report back to the Committee in due course.

10. BRIGHTON & HOVE'S PROGRAMME FOR 2012

- 10.1 Mr Murray introduced the report which was an update on the Brighton & Hove's activity in relation to London 2012. There was a lot happening but still some unanswered questions. For example, it was unclear what the route for the torch relay would be, or

what activities would be connected to this. It was suggested that a further update report would come to a future meeting of the committee.

RESOLVED: the Committee agreed to receive an update a future meeting.

11. RESIDENTS' CARD SCHEME

- 11.1 Mr Murray introduced the report and told the Committee that the report was intended to stimulate an early debate on the issue. Thinking and research on a possible Residents' Card was at a very early stage and any input from scrutiny Councillors would be very welcome. There were issues around how to promote services at quiet times, but not create a situation where people who would normally visit somewhere come at a cheaper time. The idea was for residents to have more access to the 'jewels' of the city. Other issues included the possibility of rewarding people for certain actions, for example, volunteering
- 11.2 There were suggestions that any card could be based on a library card – residents' cards can range from very high tech to paper-based systems. Mr Murray explained that offices would find it helpful to have any suggestions from Members of areas to explore on how to take this further. Members discussed the work young people have done on a 3-in-1 card, and how a residents' card could be used. It was suggested that officers look at what other local authorities have done and look at being as inclusive as possible. It was agreed that further research was required, with costings, and that residents should be consulted on how they would wish to use a residents' card. Councillor A Kitcat agreed to meet to offer further thoughts and comments.

12. ITEMS TO GO FORWARD TO CABINET, CABINET MEMBER MEETING OR COUNCIL

- 12.1 There were none.

The meeting concluded at 6.20pm.

Signed

Chair

Dated this

day of

Subject:	Ad Hoc Panel on Access to Cultural Services for Older People		
Date of Meeting:	29th September 2011		
Report of:	Strategic Director: Communities		
Contact Officer:	Name: Paula Murray	Tel: 29-2534	
	E-mail: paula.murray@brighton-hove.gov.uk		
Wards Affected:	All		

1. SUMMARY AND POLICY CONTEXT

- 1.1 Scrutiny Committees have the ability to respond to proposals to set up Ad Hoc Panels to look into issues as raised either by Committee Members themselves, council officers or members of the public. The Panel will investigate the issue and report back findings and recommendations. A letter was received to the June Committee from Councillor Leigh Farrow requesting that the Committee undertake such an exercise in relation to the accessibility of culture to older people in the city. This report provides some scoping information to enable Committee Members to consider this request and respond.

2. RECOMMENDATIONS

- 2.1 That the Committee make a decision as to whether or not to establish an Ad Hoc Scrutiny Panel to look into access to cultural provision for older people in Brighton and Hove.
- 2.2 That if the Committee decide to proceed with this Ad Hoc Panel, the authority to co-opt a member of the Older People's Council is delegated to the Chair.

3. RELEVANT BACKGROUND INFORMATION

3.1 State of the city statistics

In the recently compiled State of the City report, the headlines in terms of the city's population of older people are as follows:

Although there is a comparatively small proportion of older people aged 65 or more in the city, we have a relatively high proportion of people aged 85 years or more. It's estimated 14 per cent of our population (35,900 residents) are aged 65 years or more, three per cent (6,500 residents) are aged 85 or more, and 2,400 are

aged 90 or more. 25 per cent of Rottingdean Coastal ward's population are aged 65 years or more.

20 per cent of our local areas (33 out of 164) are in the worst 20 per cent of England for income deprivation affecting older people according to the 2010 Income Deprivation Affecting Older People Index. This index measures the percentage of adults aged 60 years or over living in pension guarantee households. 22 per cent (9,300) of our residents aged 60 or more experience income deprivation.

Our older people report high levels of satisfaction with their homes and local areas. 86 per cent of older people are satisfied with their home & area, slightly higher than the national average of 84 per cent.

Older people are more likely to report feeling unsafe in their neighbourhood after dark; 45 per cent of those aged 75 or more, compared to 23 per cent of all residents.

It's estimated that we have around 3,000 older people living with dementia, representing over eight per cent of the population aged 65 or more.

It's estimated that around 5,000 of our older people are suffering with depression, that's 14 per cent of the population over 65 years.

In terms of supporting independence, a high proportion of our older people who are discharged from hospital go back to their own home or into rehabilitation or intermediate care. In fact 87 per cent of our older people who are discharged from hospital are rehabilitated to live independently three months after discharge.

3.2 **Arts and cultural programmes for older people**

In general, the range of cultural programming across the city is very varied and full and much of it accessible. During the Brighton Festival weeks, there was upwards of 100 free events this year and many of them programmed at differing times in the day as well as in the evening for example. Many elements were across the city in different neighbourhoods also.

On a year round basis, there are opportunities that are available at different times of the day, in our libraries and museums for example.

More specifically, some of our organisations are developing work specifically for older people, Fabrica has recently been funded by Arts Council to develop a strand of work with older people, White Night this year will have a particular focus on older people and South East Dance is developing an older people's dance company in the city.

3.3 In general terms, access to culture is good in the city, not just for older people, and the take up of opportunities across the board is high. However, the statistics in the State of the City report could guide a useful exercise in a

targeted look at the role that culture could play in response to the trends outlined above in terms of our demographic of older people.

For example, if there is a prevalence of depression identified it might be worth exploring the role cultural organisations could play in providing inclusive volunteering opportunities, or what work is taking place in the city in dealing with dementia, or how much programming is there that takes place during the day, or work with older people to increase confidence and participation.

- 3.3 The newly elected Older People's Council has recently expressed an interest in being involved in a scrutiny panel looking at this issue and have offered their support and involvement.

4. CONSULTATION

- 4.1 There has been consultation in the preparation of this report with senior service area officers, scrutiny officers and the Chair of Scrutiny.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications

There are no financial implications as a direct result of this scoping report, however, there may be as a result of any Ad Hoc Panel recommendations that may follow if the panel is established.

Finance Officer consulted: Michelle Herrington

Date: 5 September 2011

5.2 Legal Implications

There are no legal implications as a direct result of this scoping report, however, there may be as a result of any Ad Hoc Panel recommendations that may follow if the panel is established.

Lawyer consulted: Bob Bruce, Principal Solicitor

Date: 5 September 2011

5.3 Equalities Implications

There are no direct equalities implications arising from this report itself. The agenda proposed for the Ad Hoc Panel has equalities implications in terms of opportunities for older people. If the Panel goes ahead and there are specific recommendations, there could be positive equalities impacts as a result in terms of older people as a target group

5.4 Sustainability Implications

There are no direct sustainability implications arising from this report, however, there would be sustainability implications in the development and implementation of any recommendations coming from an Ad Hoc Panel process in terms of financial sustainability.

5.5 Crime & Disorder Implications

There are no direct crime and disorder implications arising from this report. Older people's fear of crime is one of the factors that would influence any subsequent Ad Hoc Panel findings however.

5.6 Risk and Opportunity Management Implications

Any risk or opportunity management implications would be explored in full in the Executive response to the Panel recommendations should it be established and report.

5.7 Corporate / Citywide Implications

The scope of the Ad Hoc Panel outlined above would cover both citywide provision and specific neighbourhood activity.

SUPPORTING DOCUMENTATION

None

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 21

Brighton & Hove City Council

Subject: UPDATE ON ENVIRONMENTAL INDUSTRIES
Date of Meeting: 29 September 2011
Report of: Strategic Director, Place
Contact Officer: Name: Cheryl Finella Tel: 29-1095 / 1757
E-mail: Cheryl.finella@brighton-hove.gov.uk;

Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report provides an update on the 21 recommendations of the Culture and Enterprise Overview and Scrutiny Committee, ad hoc Scrutiny Panel on Environmental Industries that was established in November 2008 and the update report produced in October 2009.

2. RECOMMENDATIONS:

- 2.1 That the Committee notes the progress undertaken thus far against the 21 recommendations of the Culture, Tourism and Enterprise Overview and Scrutiny Committee Ad Hoc Panel.

3. BACKGROUND INFORMATION

- 3.1 The Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC) agreed to set up in November 2008 an ad-hoc scrutiny panel to consider how to capture the potential and economic benefits of environmental industries for Brighton and Hove.
- 3.2 A cross-party panel of elected Members was formed and over the course of six months it heard from 25 witnesses representing 21 organisations. The final report from the Panel was received and

endorsed at the CTEOSC in October 2009 and forwarded for an Executive response.

- 3.3 The report outlined 7 major recommendations and a further 14 supporting recommendations. The Enterprise, Employment & Major Projects Cabinet Member meeting received an executive response to the seven major recommendations in 26 January 2010.
- 3.4 The Executive (Director of Finance & Resources) provided a more detailed response on procurement and tendering as regards sustainability and procurement to the Cabinet 22 July 2010.
- 3.5 This report reviews all the 21 recommendations identified by the CTEOSC and a synopsis of actions undertaken by the Council and its partners. As the work is now underway and ongoing this report represents a final update to scrutiny. The various work streams that arise from the activity described herein will be taken forward by the Economic Development Officer for sectors and other officers of the council as appropriate.

Update on the Recommendations

- 3.6 Appendix One provides a more detailed report of the activities currently being undertaken to progress the recommendations of the scrutiny committee. A summary of some of the more notable activities and achievements are listed below.
- 3.7 One of the main recommendations from the panel was that there should be a dedicated officer recruited to take forward the work. In line with these recommendations an Economic Development Officer for Sectors was appointed in December 2010, established within the Culture & Enterprise Directorate. The activities detailed in Appendix One represent the work streams that are being taken forward by the officer.
- 3.8 The Economic Development team undertook a business survey in October 2010; the survey focused on key sectors including the environmental industries and sought to gain a better understanding of the sectors and their needs; the survey covered areas such as premises needs, turnover, employment and plans for business growth. A summary of the business survey report is available in the Economic Development pages of the Council's website.
- 3.9 The Economic Development team is funding the BETRE (Business Efficiency through Resource Efficiency) programme, which provides energy audits to help businesses cut waste, carbon and energy use.
- 3.10 In partnership with West Sussex County Council, East Sussex County Council, Lewes District Council and Marine South East, the Economic

Development team is contributing to the creation of a new supply chain website to ensure that local businesses are able to benefit from the opportunities arising from the Rampion Wind Farm development which is being erected off of the Sussex coast.

- 3.11 A £6million Interreg EU bid linked to Shoreham Harbour has been submitted. If successful the project will target unemployed people and encourage them to consider jobs and careers in Ports. One strand of the project involves securing business engagement and working with the City College to develop a curriculum offer for current and future skills demands including those linked to the planned Rampion Wind Farm.

4. CONSULTATION

- 4.1 There has been consultation and input into the report from Planning, the Sustainability team, and the Housing and the Energy and Water Team.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The current work streams can be met from existing resources; future proposals will be subject to further reports as required.

Finance Officer Consulted: Louise Hoten Date: 20th September 2011

Legal Implications:

- 5.2 There are no legal implications arising from this report which is for noting.

Lawyer Consulted: Elizabeth Culbert Date: 19th September 2011

Equalities Implications:

- 5.3 There are no negative equalities implications arising from this report; the development of environmental industries within the area and the wider sub-region will benefit small businesses in the city, contribute to business growth and help to create more employment opportunities for residents in the medium and long term.

Sustainability Implications:

- 5.4 There are no negative sustainability implications arising from this report; the development of Brighton & Hove environmental industry sector, new skills and facilities will contribute to the sustainability of the city's business base and provide a useful platform upon which to highlight the Council's drive to promote Brighton & Hove as a low carbon city.

Crime & Disorder Implications:

5.5 Any initiatives or programmes implemented that reduce unemployment, improve local skills, and benefit the city's economy will have a positive impact in reducing the likelihood of crime and disorder.

Risk and Opportunity Management Implications:

5.6 There are no risk & opportunity management implications arising from this report.

Corporate / Citywide Implications:

5.7 The implementation of the recommendations and the projects being undertaken outlined in this report will have a positive impact on reducing the carbon footprint across the city, assist to reduce fuel poverty and increase and secure employment in the city.

6. SUPPORTING DOCUMENTATION

Appendices:

1. Update on the recommendations of the Culture & Enterprise Overview and Scrutiny Committee

Documents in Members' Rooms:

Background Documents:

1. A report of the Culture, Tourism and Enterprise Overview and Scrutiny

Update on the recommendations from the Culture & Enterprise Overview and Scrutiny Committee

Recommendation Number	Scrutiny Recommendation	Action taken to date
1	<p>The Panel believes the council should appoint a lead officer for environmental industries to be a key point of contact for those in this sector seeking information and support.</p>	<p>An Economic Development Officer – Sectors was appointed in December 2010, established within the Culture & Enterprise Directorate, with the remit to encourage business growth and retention initially in the key local sectors of Environmental Industries (Low Carbon and Environmental Goods and Services) and Creative industries.</p> <p>The recommendations of the Environmental Industries Scrutiny panel have formed the (initial) working foundations for the post holder’s Environmental Industries work programme. Key areas of work being progressed include:</p> <ol style="list-style-type: none"> 1. A survey of businesses in the Environmental Industries that identified key business and local sector: needs and priorities. The businesses and partners have received a synopsis of the survey findings with the aim of raising awareness of strategic opportunities and issues, and to maintain working relationships with key businesses. 2. Assisting with the set up and supporting the Chamber of Commerce Green Business Group for business seeking to adopt sustainable and ethical business practices or provide services to that market). 3. Outline discussions with Visit Brighton and a local business with regards to staging an eco-exhibition at in 2012. Including options to promote Brighton & Hove Environmental Industries and the aims of Brighton & Hove City Council. 4. The Council has provided funds towards the BETRE (Business Efficiency through Resource Efficiency) programme, which provided business audits to help businesses cut waste, carbon and

		<p>energy use. The (SEEDA and ERDF) funding for this has now ceased. Low Carbon Essentials (LCE) is a new and innovative project that can help small to medium sized businesses (SME's) across the South East find out how to reduce waste, save on energy bills and improve their carbon footprint; all of which have a cost saving benefit . Brighton & Hove City Council is supporting this project and looking to maximise the number of locally-based beneficiaries. Under this European funded programme, a one-day utility management workshop organised by WSSBP CIC took place at the Jubilee Library, Brighton on 5th April 2011. The workshop was presented by the Brighton and Hove 10:10 Campaign; Chamber of Commerce; and the City Council.</p> <ol style="list-style-type: none"> 5. Research work to build a database on emerging low carbon and environmental goods and services sector and businesses, identifying key growth sectors was carried out. It included appraising EC, Government legislation and policy, identifying the opportunities for businesses, key skills and employment issues; and enabling the Council and partners, to assess local opportunities. 6. The Economic Development Team is presently working with Housing & Property & Design and local partners to identify local business, employment and training opportunities related to the proposed roll out of the solar panel installations across Council owned premises. 7. A £6million Interreg EU bid linked to Shoreham Harbour has been submitted. If successful the project will target unemployed people and encourage them to consider jobs and careers in Ports. One strand of the project involves securing business engagement and working with the City College to develop a curriculum offer for current and future skills demands including those linked to the planned Rampion Wind Farm.
2	<p>The Panel welcomes the Business Retention and Inward Investment Strategy and Action Plan, and its commitment to the environmental industries. The Panel believes all other relevant strategies for the city should be refreshed to reflect the</p>	<ol style="list-style-type: none"> 1. Environmental Industries were prioritised as a key sector in the Business Retention and Inward Investment Strategy II and the Brighton and Hove City Employment and Skills Plan 2011-14. 2. The Brighton & Hove Council Business Survey consulted 300 businesses in 2010 including the environmental industries. The survey key findings will be inputted into future Council strategic documents. Policy CP16 in the Core Strategy highlights the importance of the Environmental Industry to the city's economy. The Energy Strategy for Shoreham Harbour (2009) also highlights that district heating is likely to be an attractive option for the area. The Economic Development Officer for Sectors is working with officers across a range of services such as the Sustainability Team, Energy and Water Team and Sustainability Officer Planning Projects to ensure that the sector is represented within

	importance of environmental industries.	policy documents.
3	The Panel believes the council should explore how more affordable work and office space could be made available in the city. This is particularly important to retain successful and growing companies who might otherwise leave Brighton & Hove. Clusters of workspaces are crucial to encourage the interchange of ideas.	<ol style="list-style-type: none"> 1. The Strategic Director for Place established an Economic Development Commission earlier in 2011; the Commission brings together representatives from the private, public and voluntary sector with the aim of looking at three themes: <ul style="list-style-type: none"> • Employment & Skills • Business & Enterprise • Investment & Development 2. The group is revisiting and reviewing the data and soft intelligence on these issues with a view to developing a plan that will unlock key development sites and secure inward investment, business retention for business growth and employment generation. 3. The viability and suitability of commercial premises and employment land is a key element of this review and will facilitate the council's desire to provide much needed start-up and move on space for key sectors such as Environmental technology and the Creative Industries.
4	The Panel recommends the council plays an active role in supporting the new regional Environmental Innovation Network, which will be led by Enviro Business with key support from the University of Brighton and funded by South East Development Agency (SEEDA) and European Regional Development Fund (ERDF) S.E. Competitiveness Fund. The need for such a network was stressed by all those who gave	<ol style="list-style-type: none"> 1. The Environmental Innovation Network failed to progress due to lack of match-funding. 2. The Economic Development Team has liaised closely with a number of key partner organisations and business networks covering innovation, carbon reduction and green businesses. The Economic Development Officer – sectors has undertaken preliminary work towards developing a local partnership with a strong local desire to develop a local low carbon/ environmental industries partnership. 3. The Shoreham Harbour Master plan identifies Aldrington Basin as having 300,000sqft of business floor space available for development along with residential units. Officers are exploring options for developing a business focused Environmental Industries group to link Brighton & Hove with Adur & Worthing to maximise the opportunities that are emerging within Shoreham Harbour for the sector. 4. Both Universities are presently seeking external funding that may also assist the development of a local partnership.

	evidence to the Panel. The network's regional focus reflects the general view that Brighton & Hove and other local authorities and organisations must work across a regional and sub-regional front to promote and develop environmental industries.	5. The Council are also working with Eon, Marine South East, Coastal West Sussex Partnership, East Sussex County Council and Lewes District Council towards creating a web portal providing businesses with local supply chain opportunities linked to the Rampion off-shore wind farm development.
5	The Panel welcomes the council's commitment to creating apprenticeships. It recommends that future bids for funding for apprenticeships take account of the environmental industries. It also welcomes the city's success in gaining Future Jobs Funding to create 350 jobs. Led by the council, the programme will create 100 recycling and 'green collar' jobs. The emerging environmental industries are highlighted as a potential area for the programme.	<ol style="list-style-type: none"> 1. The Brighton & Hove Apprenticeship strategy 2009-12 aims to deliver pre-employment and apprenticeships, as well as to improve information, advice and guidance. The document identifies a number of growth industries that the strategy will target including the environmental industries. Opportunities for employment in this sector are expected to emerge as a result of the plans for retro-fit of the Council are housing stock. 2. City College Brighton & Hove is currently exploring the viability of creating a training facility for curriculum areas linked retrofitting and skills relating to renewable energy. The City is already promoting and securing apprenticeship places across the city; the advent of this new provision will facilitate stronger links between the college and businesses in the sector
6	The Panel was pleased to be able to forge relationships through its meetings, among them the new dialogue between City	<ol style="list-style-type: none"> 1. The Economic Development Team is working with Shoreham Harbour Partnership, West Sussex CC, City College Brighton & Hove, Northbrook College and partners in Plymouth, Southampton, Rotterdam and Antwerp to bid for EU funds to promote Port related employment for young people. The bid (submitted June 2011) focuses on the development of Shoreham Harbour and the jobs, career and apprenticeship opportunities they provide, for example, the wind farm and bio fuel

	<p>College and Kingston College. The Panel recommends that the council encourages inter-college partnering, where appropriate, to address the skills gaps in the environmental industries and in the retrofitting sector of the construction industry to meet demand for future employment. This will support local job creation across the employment spectrum from graduates to those leaving school with few qualifications.</p>	<p>operations. If successful the bid will represent an investment of around £1million toward new curriculum, closer links between business and schools and work to promote supply chains for the sector.</p> <p>2. In 2009 the East Sussex Skills Council undertook a survey of environmental industries including 90 in Brighton & Hove. The information from these surveys along with data gathered as part of the scrutiny panel and subsequent research is helping to inform a strategy designed to gain a better understanding of the needs of the sector.</p>
7	<p>The Panel recommends the council uses its procurement policy to promote the growth and development of environmental industries and to encourage innovative and environmentally conscious companies to tender for work.</p>	<p>Subsequent to the initial options appraisal Brighton & Hove have participated in a procurement exercise, lead by Eastbourne Borough Council to establish the Solarbourne framework agreement for the procurement of supply and installation of solar PV panels in order to establish actual costs, to inform economies of scale and further consideration of the business case and appropriate funding model. Brighton & Hove is not committed to accessing the Solarbourne Framework and have been exploring options for accessing other similar frameworks to ensure that the potential scheme benefits are maximised. We are in the process of evaluating all of the options available to us and will be seeking cabinet approval in September to proceed with a scheme across the housing stock.</p>
8	<p>The Panel believes it is essential to produce an up to date directory of local</p>	<p>Some of the key areas being progressed by the Economic Development Officer – Sectors include:</p> <p>1. Initial working with Partner organisations in developing a database of low carbon and environmental</p>

	<p>and regional environmental industries. It recommends the council works with its partners to achieve this. The council should also update its own directories to take account of this, in conjunction with partners.</p>	<p>goods and services businesses, collaboration and/or coordination of services. This will assist our understanding of the local market, the main sectors and businesses. A joint database will facilitate identifying issues facing local businesses, and services to those businesses, as well as enabling increased collaboration between partners.</p> <ol style="list-style-type: none"> 2. To start disseminating information direct to businesses, partners, and Council business pages. 3. Supporting the development of other environmental businesses databases including: Chamber of Commerce “green” businesses, Brighton & Hove 10:10 suppliers.
9	<p>The Panel believes the council’s representative on the Economic Partnership should be a champion for this sector and work with and encourage our partners to implement the recommendations of this Inquiry and other initiatives.</p>	<ol style="list-style-type: none"> 1. The Lead Cabinet Member for PEER along with the Council Leader are members of the Economic Partnership; officer representation is provided by the BHCC Chief Executive, the Strategic Director for place and the Economic Development Manager. Members and officers have been able to feed into discussions relating to the growth of this sector and its potential value to the wider economy. 2. The need to support and grow the Environmental Industries sector is highlighted in the new City Employment & Skills Plan (CESP); the next meeting of the Economic Partnership will focus on how the Business community will support the CESP, the meeting will include a discussion on the need for An Eco-business park.
10	<p>The Panel recommends the council ensures it’s planning policies and practices, including the emerging Local Development Framework, support the growth and development of environmental industries.</p>	<ol style="list-style-type: none"> 1. Local Plan Policy SU2 and SPD08 Sustainable Building Design Supplementary Planning Document seek to deliver standards for sustainability in advance of the national standard. SPD08 includes a policy for carbon neutral development which has the potential to push this further. The policy has been temporarily waived as part of ‘recession busting’ measures. Current ‘recession busting’ measures will be subject to review to introduction of carbon offset payments towards grants for renewables. SPD08 to undergo review late 2011. 2. The requirement for sustainable development creates a pull for environmental industries in the city. Planning continues to engage and work proactively with the construction sector to increase its capacity to deliver sustainable development. 3. The draft Core Strategy promotes the growth of environmental industries in the city in policy CP16 Planning for Sustainable Economic Development. Shoreham Harbour (DA7) is identified as a specific

		<p>location for environmental industries. Policy CP1 addresses Sustainable Building Design targets for new build. Policy SA6 Sustainable Neighbourhoods seeks to promote environmentally sustainable improvements to new and existing buildings.</p> <p>4. Subject to members agreeing to withdraw the Core Strategy, policies will be updated and amended for October 2011 Cabinet. This will include CP1 which will be updated during the 'refresh' and public consultation undertaken.</p>
11	<p>The Panel recommends that the council further strengthens its excellent relationships with the city's two universities and publicises their work. The lead officer for environmental industries (proposed in Recommendation 1) could be a key point of contact for the universities.</p>	<p>1. Brighton & Hove City Council has undertaken initial working with Partners: Universities, Business Representatives, businesses and others: to facilitate the raising profile of sector locally: to establish a cross sector business led network, identify key issues and opportunities. Brighton already possesses a green profile, there is a need to develop and enhance this profile and presence to develop low carbon and environmental goods and services businesses.</p>
12	<p>The Panel believes an innovation centre should be established in collaboration with the universities and environmental industries. The aim would be help develop new technologies in the sector and support emerging and expanding companies.</p>	<p>Sussex Innovation Centre at Sussex University presently performs this role however it is recognised that further work is needed to provide suitable premises for key sectors</p>
13	<p>The Panel believes the council should be</p>	<p>1. The Economic Development Officer – Sectors has undertaken initial work with adjacent local authorities. The Interreg European submission (refer to recommendation 6) highlights a joint coastal</p>

	represented on the Environmental Advisory Group established by the East Sussex Enterprise Hub. This would facilitate coastal collaboration and enable the council to gather information about local innovation	<p>collaboration to support environmental industries and training opportunities.</p> <p>2. Also refer to recommendations 1 and 4.</p>
14	The Panel recommends the council works with local organisations and other local authorities, regional and sub-regional bodies to help the development of environmental industries. Building on existing regional initiatives, it could explore, for example, the possibility of collaborating with neighbouring authorities that could provide manufacturing space.	<p>1. The Economic Development Officer – Sectors has undertaken initial work with adjacent local authorities. The Interreg European submission (refer to recommendation 6) highlights a joint coastal collaboration to support environmental industries and training opportunities.</p>
15	The Panel believes social enterprises have a significant role to play in developing environmental industries in Brighton & Hove. It recommends that the council and other organisations do all they can to support the social enterprise sector in this	<p>1. The Economic Development Officer – Sectors is liaising with business such as EON, business representatives and managing low carbon and environmental goods and services business enquiries. Working with Brighton 10:10 Energy business group, Brighton Energy Co-op and other pre or new businesses low carbon businesses considering a social enterprise. The Economic Development Team works closely with business and social enterprise agencies locally to support the development social enterprises and community interest companies.</p> <p>2. A programme of support for social enterprise is planned for delivery in 2011/12; led by the Economic Development team in consultation with key partners, it will include sessions on business services linked to the sector.</p>

	area.	
16	The Panel welcomes energy-saving and carbon reduction initiatives, such as the Community Energy Saving Programme and the Great British Refurb Campaign, and recommends the council investigates the full range of funding opportunities and schemes for supporting low carbon investment and environmental schemes in the city to create local jobs	<p>The work of the Economic Development – Sectors includes:</p> <ol style="list-style-type: none"> 1. European bid focused on the development of Shoreham Harbour and the jobs and career opportunities they provide e.g. the wind farm and bio fuel operations. 2. The Economic Development Team is providing funds for the BETRE scheme which encourages businesses to reduce carbon emissions and energy costs. 3. Initial monitoring of existing and new business support programmes for the sector. To identify financial, especially grant opportunities to support and develop the local businesses and the sector. 4. The Councils Local Employment Scheme offers a free recruitment service to developers and building firms in the City with the aim to ensure that local people have the opportunity to gain employment on new developments approved by the Council. 5. BHCC officers are monitoring the Governments Green Deal programme announced December 2010, which may offer opportunities for retrofitting, reducing our carbon footprint, training and local building and consultancy businesses 6. The Sustainability Team leads on the preparation of a weekly Brighton & Hove Sustainability bulletin covering: events', grants.
17	The Panel recommends the council either undertakes, or contributes to, an assessment of how to help graduates gain employment in environmental industries, or contribute their knowledge to the council	See recommendations 1, 2, 5, 9 and 16.
18	The Panel believes the council should offer itself as a pilot authority when opportunities arise to support this sector. It	<ol style="list-style-type: none"> 1. BHCC is the first local authority to achieve environmental management system standards ISO 14001 and environmental management standard for events BS 8901. These affect events (Pride, Brighton Marathon), venues (Brighton Centre and Hove Centre) and Hove Town Hall.

	should encourage its partners to do the same, to attract and assist innovative companies and products	
19	The Panel believes that the council should work with its partners to increase the profile of the sector in the city. This could include: publicising existing organisations and projects, showcasing the council's own work, using companies as 'showrooms' and demonstration projects and organising events for the environmental industries.	See Recommendation 9 regarding the creation of an Environmental Industries Board
20	Many small and medium sized businesses find it very difficult to negotiate the funding labyrinth. The Panel recommends the council undertakes, or identifies a partner to carry out, an exercise to map the funding available for environmental industries. This information could then be made accessible to the sector.	Work is underway through the EDO for sectors to map information on the environmental industries for the benefit of businesses and partners and the community.
21	The Panel recommends that in 12 months time the	Updates have been provided for the following groups and committees:

	<p>council's Culture, Tourism & Enterprise Overview and Scrutiny Committee (CTEOSC) is provided with a report on the implementation of the Inquiry's recommendations. Thereafter, an annual update on progress would be given to CTEOSC</p>	<ol style="list-style-type: none">1. 22nd July 2010 Cabinet noted the Executive Response Re: Recommendation 72. 25th November 2010 Culture, Tourism & Enterprise OSC noted the contents of the annual update on progress of the recommendations.
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Subject: Brighton & Hove's Programme for 2012
Date of Meeting: 29th September 2011
Report of: Strategic Director: Communities
Contact Officer: Name: Paula Murray Tel: 29-2534
E-mail: paula.murray@brighton-hove.gov.uk
Wards Affected: All All

1. SUMMARY AND POLICY CONTEXT

- 1.1 Members have requested regular updates on Brighton and Hove's plans for 2012. A previous update to this committee focussed on the background and achievements to date of the Brighton and Hove 10...11...12 initiative. This report focuses on Brighton and Hove's plan of activity for 2012 looking forward to the year ahead.
- 1.2 The report presents the activity and plans already in place, some of which could significantly expand subject to further funding and development.

2. RECOMMENDATIONS:

- 2.1 That the committee notes the contents of the report, in particular the plans already in place and supports an approach to increase the potential level of activity and benefits for the city.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 With a clear year to go to London 2012, it is a very useful point for the city to lay out its plans for celebrating and making the most of London 2012.
- 3.2 This report is presenting the 12 month calendar and highlights of the year ahead in the short document attached at Appendix One. The content of the confirmed programme already demonstrates a wealth of activity for the coming months with opportunities for our residents and visitors to take part in activities and come to events. There are opportunities also for us to market the city and increase its profile in a positive way. The staging of the Olympics and Paralympics is a once in a lifetime event and we want to create as much as we can around that for the people of Brighton and Hove to remember.

- 3.3 One of the major highlights already confirmed in the calendar is the hosting the evening celebration of the Olympic Torch Relay in the city. Brighton and Hove was one of the national destinations chosen for this and it will take place on Monday 16th July on Hove Lawns. The torch will be arriving in a convoy from its previous destination in Portsmouth, there will be a programme of staged events around its arrival and it will leave the following morning. The detailed programme for the official event, such as the actual route for the parade and the artists to appear on the event stage, will not be made public until much nearer the time. Local spectator numbers are expected to be upwards of twenty thousand for the parade and the staged events and there will be a specific focus on our children and young people taking part along the route.

Plans are also being developed for the local dimension of the Olympic Torch Relay. The timing of the visit of the Torch cavalcade to Brighton and Hove enables the city to make a weekend of the whole event. Subject to funding, there will be two or three major free cultural events over that weekend immediately preceding which will be branded and marketed as part of the Torch Weekend. The second People's Day will also take place on this weekend providing a focus for lively city centre activity and the Big Dance, a large scale participatory dance event, will also take place on the seafront on this weekend. The visitor figures typically for a weekend in July are in the region of 60 to 100 thousand with 20 thousand of those staying, we will work with tourism partners to advertise the weekend as a special summer break, aiming to increase the staying visitor figures for this period.

The costs of the Olympic Torch Relay are split between the London Organising Committee of the Olympic Games (LOCOG) and the host authority in each of the locations the Torch is visiting. Each local authority has to cover the onsite event costs in their location such as stewarding, barriers, rolling road closures and any clean up and waste management. The costs are not fully itemised yet as the route is not confirmed, but will be taken from the event budgets for next year. LOCOG will cover all the production costs such as mobile stage, production staff and the event programme.

The opportunities for local business sponsorship of the Torch Relay event would be limited to the local elements featuring as part of the Torch Weekend. The restrictions around sponsorship in the official elements of 2012 events are stringent. However, there may be the opportunity to match cultural and sporting organisations offering events and activity on the Torch weekend with local businesses who may wish to sponsor 2012 sports or arts related activity.

Each local authority has been asked by LOCOG to nominate two residents to be the Torch bearers who will take part in the parade and Brighton and Hove will be making this selection to be announced in the autumn.

- 3.4 An additional local highlight that is likely to attract high numbers of participants is the use of the Brighton Centre during August 2012 itself to host an Olympic focussed attraction featuring an indoor ice rink and large scale screens showing Olympic footage.
- 3.5 A number of events with local businesses and community partners are planned for the autumn to encourage further participation, sponsorship and development of more events for the year ahead. Officers are working with the Chamber of Commerce, Visit Brighton and the Community and Voluntary Sector Forum to distribute newsletters and updates via those networks to ensure that our businesses and third sector organisations know how to get involved and what the opportunities are.
- 3.6 The marketing and communications efforts will focus in two ways: marketing the city to potential visitors both nationally and internationally plus a locally focussed strategy that is designed to encourage local participation and involvement with events. Further detail on these plans is included in Appendix One and an example piece of local marketing at Appendix Two.
- 3.7 A cross council corporate group of appropriate officers has been established to oversee the ongoing development of a specific Risk Register that relates to all aspects of the potential impact of 2012 on the city. This covers events like the Olympic Torch Relay, issues around staffing and leave arrangements in August of next year and the potential for an increase in street parties and other community celebrations during the year.

4. CONSULTATION

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

5. FINANCIAL & OTHER IMPLICATIONS:

- 5.1 Financial Implications
The programme of events and future projects referred to will be subject to confirmation of funding, including those lead by partners and external organisations where appropriate, and will be carried out in accordance with the Outdoor Events Policy. The estimated cost of the torch relay is still being quantified and will be reported in due course. Opportunities are being explored in order to minimise the cost to the Authority but maximise the benefit to the City.

Finance Officer Consulted: Michelle Herrington

Date: 22/08/11

5.2 Legal Implications

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

Lawyer Consulted: Bob Bruce

Date: 15/08/11

5.3 Equalities Implications:

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

5.4 Sustainability Implications:

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

5.5 Crime & Disorder Implications:

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

5.6 Risk and Opportunity Management Implications:

The risk management implications in any event or programme would be outlined in detail in its own project plan, such as the Olympic Torch Relay. Additionally, there is a corporate group leading the development of the Risk Register relating to all aspects of the impact of 2012 on the city. The opportunities are outlined in the body of the report.

5.7 Corporate / Citywide Implications:

The opportunities from the city taking an active role in developing and delivering a programme for 2012 are citywide in terms of all residents.

SUPPORTING DOCUMENTATION

**Appendices: Brighton and Hove 10...11...12 – A Year to Go
2012 Autumn Season leaflet**

Documents in Members' Rooms

None

Background Documents

None

Brighton & Hove

10.11.12.

A year to go

The City's Plans for 2012



**Brighton & Hove
City Council**

Brighton & Hove

10. 11. 12.

A year to go

The City's Plans for 2012

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Introductions

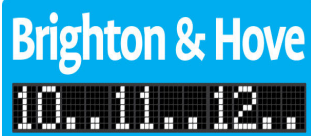
With one year to go the enthusiasm and interest in the London 2012 Games is growing at a local level, and particularly with the announcement that the city is one of 70 evening celebration venues for the Olympic Torch Relay. Brighton and Hove has a great deal of activity throughout any year – and the 12 month lead up to 2012 is certainly no exception.

The London 2012 Games will no doubt have an impact on tourism in the UK next year. However, what is not known is whether this impact will be a positive or negative one. One thing is for certain, Brighton and Hove alongside many other UK destinations must take advantage of the global attention to promote the city in a positive light.

It is a chance for the city to create some new events to add to the already strong events programme. We have the tourism infrastructure in place to build upon, we have the talented artists, organisations and sports operators to put fantastic events in place and we have locations people want to visit.

The year to go is also the perfect moment to promote opportunities for all our residents to take part in the action and to create new chances for people to volunteer, to get active and engage in the life of the city.

The programme information in the next few pages gives a taste of the events ahead. There could be more – there will be more!



Highlights

The highlights of the Brighton & Hove 10..11..12 programme

September

5 Rings Walks Challenge

The Brighton & Hove 2012 team, Healthwalks, Citypark Rangers and Active for Life have come together to provide a series of themed walk challenges starting this Autumn and running right up to the Olympic Games. There are three rounds of walks, Autumn/Winter 2011 which has a nature/wildlife theme, Spring 2012 with a 'new start' and fitness theme, and Spring/Summer 2012 with a history & culture theme.

All the walks are circular to represent the five rings of the Olympic symbol, and many are wheelchair and/or buggy accessible. Participants can challenge themselves to complete all the walks within the different rounds and be entered for a prize in a special celebration walk before the London 2012 Games.

October

White Night

Brighton and Hove's annual free all-night arts festival is this year themed around Utopias. The festival takes place on the night that the clocks go back and has become the city's cultural reclaim of the streets – providing an alternative to the dominant homogenous Saturday drinking and clubbing crowd.

There are more than 60 unique and extraordinary 'one night only' cultural events taking place across the city, in cultural venues, cafes, parks, squares, streets, pop up spaces, and on people's smart phones and music players. All events are delivered in partnership with a wide range of organisations and agencies. As part of the 2012 programme White Night is working with the Sports Development team and Sussex Golf Partnership to create a late night 'city golf' with the course running through the city and culminating in a special crazy golf hole designed by artist John Varah. White Night is also hosting a special event to collect stories, songs and shanties for The Boat project – heralding the arrival of the Boat in the Spring.

November

Oska Bright Film Festival

The revolutionary worlds first short film festival managed and presented by people with learning difficulties showing their films from around the world and facilitated by Brighton based Carousel and Junk TV. This year is the 5th edition and takes place at the Brighton Dome Corn Exchange. Its programme is dedicated to the Olympic and Paralympic themes.

December

Burning The Clocks One of the biggest community events of the year and a true Brighton & Hove traditional celebration of the winter solstice created and delivered by Same Sky. The lantern parade is open to everyone in the city with workshops held all over the city in the build up. This year the central makes will also reflect and celebrate the themes of London 2012. Each year around 20,000 come to watch with more than 1000 people of all ages carrying their own specially created lanterns.

February

Sussex Beacon Half Marathon

2012 is the 22nd year of the Brighton Half Marathon. The race was started by the local running clubs until the Sussex Beacon took over in 2004. Over the past 16 years the race has grown from 200 entrants to over 8000 entrants and we are now one of the largest running events in the south east and the primary fundraiser for the Sussex Beacon, a clinical care centre for men and women living with HIV. Since 2008 the event has also featured hugely popular Youth Races which have become the training ground for some of the City's upcoming track and long distance stars.

March

Let's Dance

Over 2,500 children and young people take part every year in Lets Dance, run by the Brighton & Hove School Sports Partnership. It has grown to be one of the largest dance events of its kind in the country.

Lets Dance offers a huge variety of styles and musical diversity and includes performers as young as 4 alongside the more accomplished gifted and talented young people who aspire to be professional dancers of the future.

April

Children's Festival and Brighton Marathon

Brighton & Hove Children's Festival returns from 9th-16th April 2012. The theme for this year is 'Courage': taken from one of the core Paralympics values, and we will be challenging the cities children and families to 'feel the fear and do it anyway'.

The 2012 edition of the Brighton Marathon will be bigger than either of the two previous editions. 18,000 entries have been accepted, a 20% increase on the Brighton Marathon 2011. This puts the Brighton Marathon into the top 12 running events across the UK.

May

Brighton Festival and The Boat Project

Winner of 'Artists Taking The Lead' commission for the South East

One of only 12 Cultural Olympiad commissions across the country supported by Arts Council England and Legacy Trust UK, The Boat Project sees a beautiful sea-faring boat being built out of wood donated by people across the region: from tennis rackets, to guitars, cricket bats, school rulers and even wooden legs! Each piece of wood has a story which will also be archived to create a unique picture of the region's personal memories and journeys.

The boat will undertake a maiden voyage along the south coast in spring/summer 2012 starting off with a week long residency for the Brighton Festival in May 2012 where it will be the catalyst for a programme of celebratory events involving the city's cultural venues and communities including a new collaboration from Blast Theory, Brighton Festival, Fabrica, Lighthouse, Photoworks and the University of Brighton called Voices of the Sea

June

Stories of the World and TakePart International Sports Festival

Brighton Museum and Art Gallery are producing and presenting Stories of the World: an innovative new world cultures gallery, opening 23 June 2012 as part of the London 2012 Festival. The gallery will display Brighton Museum's stunning collections from Africa, Asia, the Americas and the Pacific alongside contemporary art and artefacts. The redevelopment is a partner project in the Stories of the World programme; an official part of the Cultural Olympiad for the London 2012 Olympic and Paralympic Games. The gallery is being developed with young people from the city and beyond. Young people's voices are being gathered in different ways to offer visitors to the gallery new routes into this exciting and unique collection.

TakePart is the city's international festival of sport and in 2012 will be in its 4th year. Each year it gets bigger and better offering hundreds of activities, taster sessions and inspirational demonstrations to the city's residents to encourage them to change their lives, get active, get happy, keep fit and lead healthier lifestyles.

July

Olympic Torch Relay and The Torch Weekend

Brighton & Hove is one of around 70 celebration locations across the UK. Hosting the torch is seen as a big honour as locations have been chosen to represent iconic aspects of Britain. LOCOG and the Presenting Partners, Coca-Cola, Lloyds TSB and Samsung, will stage a celebratory evening event on Hove Lawns, offering thousands of people the opportunity to share in the Olympic spirit.

The city's cultural organisations are also planning to celebrate by creating Brighton's own bank holiday weekend around the torch. Brighton Carnival is planning a special event and South East dance's hugely successful participatory Big Dance will also take place over that weekend plus the second of the city's People's Day. On the Torch Monday, the parade will make its way to Hove Lawns entertaining and picking up spectators on the way to its destination on Hove Lawns.

August

Summer Ice skating

In August/September of next year, we have plans to install a temporary ice rink in the Brighton Centre which would act as a 2012 focal point in addition to offering skating sessions – a Winter Olympics indoors, out of the heat of the summer with large screens showing Olympic and Paralympic footage.

2011				2012	
SEPT	OCT	NOV	DEC	JAN	FEB
1 st Girls Get Active Day	2 nd Argus Achievement Awards			Throughout Year The Diamond Jubilee	
				Throughout Year 2012 Celebrations	
Starting 3 rd September through to April The 5 Rings Walks Challenge					
3 rd & throughout the Autumn World Host training programme					
25 th Brighton Triathlon	5 th Older People's Wellbeing Event	20 th Brooks 10km Run	21 st Burning of the Clocks	28 th South of England Cross Country Championship	19 th Sussex Beacon Half Marathon
	11 th – 14 th Run Around the World Schools Challenge				
	12 th Sports & Physical Activity Awards				
	12 th Launch of Sports & Physical Activity Grants				
26 th Primary Schools Annual Poster Competition	16 th RISE – Women's 8km Charity Run	22 nd , 23 rd & 24 th Oska Bright Film Festival			
	28 th Girls Get Active Day				
	29 th White Night				

2012					
MAR	APR	MAY	JUNE	JULY	AUG
Throughout Year The Diamond Jubilee					
Throughout Year 2012 Celebrations					
			12 th June through to 9 th September Finale of the Cultural Olympiad		
Starting 3 rd September through to April The 5 Rings Walks Challenge		7 th – 29 th Brighton Festival	TBC Take Part + Older Persons Olympics	7 th & 8 th Pier to Pier Swim	TBC Pride
7 th – 10 th Lets Dance	1 st Gold Run		TBC London to Brighton Bike Ride	7 th – 15 th Big Dance	
12 th – 23 rd Aqua Festival	9 th – 15 th Brighton Punch & Judy Jamboree	17 th Gold Run	TBC Hove Park Road Race	16 th Torch Replay	29 th Opening of Paralympic Games
TBC Special Schools Sports Festival	9 th – 16 th Children's Festival	TBC Brighton Festival Fringe	TBC Race for Life	26 th , 27 th & 28 th Open Weekend	TBC Indoor Ice Rink
	15 th Brighton Marathon	TBC The Boat Project	TBC Stories of the World Gallery Opening	27 th Opening of Olympic Games	
			TBC Primary Schools 2012 Project Celebrations	TBC Brighton Carnival	TBC Paddle Round the Pier
				TBC England Hockey Roadshow	SEPT
				TBC Whoops Street Show	TBC Brighton Triathlon

A sustained series of linked communication activity is required to highlight the involvement, impact and benefits of the London 2012 Games for Brighton & Hove residents, businesses and visitors. To help people recognise that the local programme of events and projects is inspired by 2012 and gives them a way to feel part of this major event.

Our Communications Team will produce three further seasonal leaflets – Autumn 2011, Spring 2012 and Summer 2012 in addition to dedicated social media campaigning.

VisitBrighton

VisitBrighton has already commenced tourism marketing activity relating to London 2012. This includes:

- Commissioned video filming of the city to produce a 'B-Roll' on Brighton & Hove (this is HD quality, un-edited footage that can be used by broadcasters across the world).
- Created specific 'Get Set for the Games' section on VisitBrighton.com, which will act as a 'hub' for all London 2012 Games related visitor information. This site section will be continually updated <http://www.visitbrighton.com/site/things-to-do/get-set-for-the-games>
- Written and distributed a press release to UK consumer media marking one year to go to the Games and presenting Brighton & Hove as a perfect alternative destination to the city.
- Worked with VisitBritain to provide Brighton & Hove content into the '**British Film Locations Guide**' that will be provided to all international media coming to the UK in 2012.
- Hosted a press trip (July 2011) for German travel media presenting Brighton & Hove as a sporty destination. Over 10 travel features have already been published as a result of this press trip, gaining significant international coverage for the destination.
- Assisting German and Brazilian TV crews who both filmed in Brighton & Hove in early summer 2011 for TV shows scheduled for broadcast in 2012 in the run up to the London 2012 Games.
- Working with Yellowwave Beach Sports Centre to sell Brighton & Hove to potential beach volleyball teams. On 8 August 2011, we are co-hosting a representative from the Swiss Beach Volleyball Association.

Additional marketing work by VisitBrighton related to the London 2012 Games has five objectives:

1. To present Brighton & Hove as a viable 'destination alternative' to London for UK and overseas visitors during the Games period. This activity focuses on our connectivity to London, value of accommodation and strong visitor product offering.
2. To generate additional room bookings in the city relating to the Torch Relay; this will be done by marketing a "Torch Relay Long Weekend". This is subject to a range of additional activities taking place in the city over that weekend that create a platform for this.
3. To act as a 'hook' to gain additional international media coverage of Brighton & Hove, cementing on Brighton & Hove's proximity to, and associations with London; thus supporting our tourism marketing in the medium to long term.
4. To act as a 'hook' to promote Brighton & Hove as a healthy & sporty destination for visitors; presenting the range of active opportunities for visitors on land and water.
5. To further promote Brighton & Hove credentials as a cultural visitor destination, using events and new facilities in the city that form part of the Cultural Olympiad as a 'hook'.

Objectives 1 & 2 relate to the Games period itself whilst Objectives 3, 4 & 5 use the Games as an opportunity for longer term tourism benefit in Brighton & Hove; this is key to our strategy. Key activity includes:

- **Development of London Games related content on www.visitbrighton.com** – this will be ongoing to include news / updates / events / travel information etc.
- **Increase in social media activity relating to key events (Torch Relay / Boat Project / Stories of the World Gallery etc)** – this will be ongoing, with focus in the weeks up to each event.
- **Feeding B&H's London 2012 activity into regional / national channels** – this will be ongoing with expected peaks in late 2011 (when "What's On in 2012" round ups are produced) and early 2012.
- **Hosting of national and international media** – this will be ongoing, with an expected increase in media visits for press in early 2012, and broadcast media in spring / early summer 2012 (up to and including the Games period). NOTE: We are already working with a major Asian broadcaster to facilitate a travel programme that will be broadcast in Japan / South Korea and China in the run up to London 2012. We are co-ordinating and arranging the filming ideas / itinerary for the Brighton shoot

which is scheduled to take place in March 2012. This will include a Japanese or Korean celebrity visiting Brighton & Hove.

- ***Delivery of photographic imagery / video content to media*** – this will be ongoing, with an anticipated rise in early 2012.
- ***Communicating with VisitBrighton Partners to ensure they are aware of London 2012 Games related events and activities.***

Show case of London 2012 related projects

The Olympic Torch Relay

The Olympic Torch Relay will come to Brighton & Hove on **Monday 16 July 2012** as it tours the country before the 2012 Games.

Brighton & Hove is one of around 70 celebration locations chosen to represent iconic aspects of the UK. Join the celebratory evening event on Hove Lawns staged by LOCOG and the Presenting Partners, Coca-Cola, Lloyds TSB and Samsung which will also reflect the local cultural and sporting scene. The event will end with the lighting of a cauldron from the Olympic Flame.



Brighton & Hove Olympians and Paralympians

The city has a number of athletes hoping to compete at the London 2012 Games. Watch out for Paralympians: Sophia Warner (athletics), Ben Quilter (judo), Simon Munn (wheelchair basketball) and Olympians: Sophie Johnstone (judo) and Charlotte Woodliscroft (open water swimming).

www.brighton-hove.gov.uk/2012

Stories of the World

An innovative new world culture gallery will open at Brighton Museum and Art Gallery on 23 June 2012. This is a partner project in the Stories of the World programme; an official part of the London 2012 Festival. Young people's voices are being gathered in different ways to offer visitors to the gallery new routes into the exciting and unique collections from Africa, Asia, the Americas and the Pacific, alongside contemporary art and artefacts.

www.brighton-hove-pmi.org.uk

Personal Best

Personal Best is a training and volunteering programme inspired by 2012 for people who are not in work or education, but would like to gain opportunities to volunteer in their community and at the same time improve their confidence, skills and chances of getting a job. Olympian Jonathan Edwards supports the course run by Alton in the Community.

www.personalbestprogramme.co.uk



Volunteering

Being a London 2012 Games Maker is a great way to take part in the Games, but there are plenty of other ways to get involved in one of the many volunteering opportunities in the city.

Find out more: www.brightonhove.gov.uk/2012volunteering

Could you offer "Games Inspired" volunteering opportunities that will:

- **benefit** your local community now and/or in the future
- **demonstrate** a link to the 2012 Games
- **express** the Olympic and Paralympic Games values of friendship, courage, determination, excellence, equality, respect and inspiration

<http://volunteering.brighton2012.wordpress.com>

World Host

City College Brighton & Hove is launching brand new one-day customer service courses called "WorldHost", offering gold medal standard in customer service training and delivery. The quality of frontline customer service is paramount to the success and strategic growth of any business and with over 500,000 visitors from around the globe linked to the London 2012 Games, make sure your business has its moment to shine by providing outstanding customer care.

www.cb.ac.uk or 01273 667756, option 2

Get inspired...

Autumn / Winter 2011

Brighton & Hove

10.11.12



2791 produced by www.graphicdesignteam.org.uk
 Photographs: Jim Fife, Simon Beck, Andrew Edwards, LOCOG, Stephen Lawrence, Lone Twin, Andy Simey, Matthew Andrews, KickCrack @ you go paper, Mike Addison, C. Furtner

Serious training has already begun for our Olympic and Paralympic hopefuls to gain a place in their chosen sport at the greatest sporting event in the world.

They are all looking for their moment to shine, to perform their personal best and become an Olympic or Paralympic champion.

With under a year to go to the London 2012 Games, we are inviting you to be inspired to take part in our Brighton & Hove 2012 Programme and over the year achieve your personal best. Take a look at some of the amazing projects that are taking place this autumn and winter in the run up to the Games that will give you the opportunity to be creative, learn new skills and get active.

Create your own moment to shine...

For more information on how to get involved and inspired by the largest sporting event in the world

www.brighton-hove.gov.uk/2012



1 September
– 29 November
World Host programme
 Brighton & Hove City College
 (see over) www.ccb.ac.uk

3 September
– 3 December
The Five Rings Walks
 A series of walks inspired by London 2012
www.brighton-hove.gov.uk/fiveringswalks 01273 294596

2 October
All Nations Beach Volleyball Tournament
 at Nivea Sun Yellowwave
www.yellowwave.co.uk



2 October
The Argus Achievement Awards
 recognise local people's selfless, brave, generous, innovative, hard working or ethical actions during the past year. This year the Awards include categories from Brighton & Hove City Council's Public Service Awards.
www.theargus.co.uk



16 October
RISE Women's charity run
 to raise funds for RISE, the charity which supports those affected by domestic abuse.
www.riseuk.org.uk

28 October
Girls Get Active Day
 King Alfred Leisure Centre
 Emma.greenough@brighton-hove.gov.uk
 01273 292569



22 – 24 November
Oska Bright Film Festival
 The world's first and only short film festival that is managed and presented by people with learning difficulties showing their films, screening films from around the world on the Olympic and Paralympics theme.
www.oskabright.co.uk



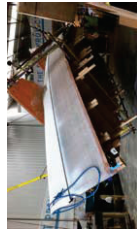
Brighton & Hove Primary Schools Language and International Project

Olympian Mark Covel joined the city's primary school children at their annual celebration day as they gave wood donations to The Boat Project. Thanks to The Fedora Group children also learnt how to become puppeteers, performing their puppet skills to their audience in French or Spanish.

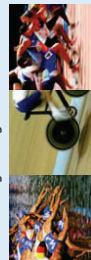
This project has won an Inspire Mark for using language learning as a way of involving the city's children in the Olympic and Paralympic journey.



Lone Twin – The Boat Project
 One of 12 Cultural Olympiad commissions across the country supported by Arts Council England and Legacy Trust UK, The Boat Project will build a seafaring boat built of wood donated by the local community. Its maiden voyage will start with a week long residency at the 2012 Brighton Festival.
 Visit The Boat project team on White Night on 29 October 2011.
www.lonetwin.com



25 September
The Brighton Triathlon
 Swim, Bike, Run
www.theoriginalbrightontriathlon.co.uk



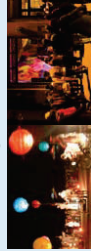
12 September
City Sport & Physical Activity Awards nominations close
 Brighton & Hove City Council invites nominations for the 4th annual celebration of the city's sporting heroes. Nomination forms are available online at www.brighton-hove.gov.uk/citysportsawards or email sports.info@brighton-hove.gov.uk or call 01273 292724

12 October
Launch of the 2012 Sport and Physical Activity Grants scheme.
www.brighton-hove.gov.uk/2012grants

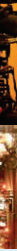


20 November
Brooks 10km run
 The Brighton 10K starts and finishes in Madeira Drive
www.brooksbrighton10k.co.uk

29 October
White Night
 The festival that offers you the opportunity to do something different in the middle of the night returns from dusk till dawn.
www.whitenightmuitblanche.com



21 December
Burning of the Clocks
 Burning the Clocks is an antidote to the excesses of a commercial Christmas. This event combines a family lantern parade on the winter solstice with a high quality fire show and fireworks for the whole city.
www.samesky.co.uk/celebrate/burning-the-clocks



Nivea Sun Yellowwave – Registered Pre-training Camp Venue

The UK's only permanent beach sports venue of its kind, Nivea Sun Yellowwave is still in conversation with National Governing Bodies about using the facility as a pre-training camp. Meanwhile the venue is offering its usual programme.

www.yellowwave.co.uk

Get Set
 Is your school making the most out of the London 2012 Olympic and Paralympic Games? Get Set, the official London 2012 Education Programme, offers children and young people the chance to play their part in the London 2012 Games. Look out for Get Set goes global in the autumn.
www.london2012.com/getset

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 23

Brighton & Hove City Council

Subject:	Withdean Sports Complex Masterplan		
Date of Meeting:	29 th September 2011		
Report of:	Strategic Director, Communities		
Contact Officer:	Name: Toby Kingsbury	Tel: 29-2701	
	E-mail: toby.kingsbury@brighton-hove.gov.uk		
Wards Affected:	Withdean		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report informs Members of changes to the sports provision at Withdean Sports Complex following Brighton & Hove Albion Football Club moving to the American Express Community Stadium in June 2011. In addition, there is now an opportunity to review options for how the site can further meet the sporting needs of the city. This report provides the opportunity for Members to be consulted on the scope of the review.

2. RECOMMENDATIONS:

- 2.1 That Members note the current facilities at Withdean Sports Complex (WSC) following the departure of Brighton & Hove Albion Football Club (BHAFC).
- 2.2 That Members views are sought on the review to be undertaken by officers in determining the future sports provision at Withdean.

3. BACKGROUND INFORMATION

- 3.1 Work has begun on a Sports Facilities Plan for the city to review the current level of provision and identify priorities. The plan will be used to inform future sports facility developments in the city, the results of which will form the subject of a report to Cabinet in spring 2012.

- 3.2 The plan will review the previous Open Space, Sport and Recreation Study undertaken by consultants PMP in 2008 and the Sports Facilities Audit of the same year. Consultation will be undertaken with facility managers and clubs to gain a clear understanding of the strengths and weaknesses in provision and to prioritise needs accordingly. Benchmarking of other similar sized authorities will also be undertaken to provide a comparison.
- 3.3 The options for WSC need to be considered within the overall context of sports facilities across the city. The site is large and could be considered as a potential site for future developments, depending on what conclusions are reached in the Sports Facilities Plan.
- 3.4 A site plan and overhead photograph is attached as Appendix 1 which shows the large scale of the site.

Facilities at Withdean Sports Complex

- 3.5 WSC is listed in the Core Strategy as one of the city's major sporting venues and is one of six sports facilities operated under contract by Freedom Leisure on behalf of the council. It is set on a site of approximately 5.8 hectares and consists of the following facilities;
 - 3-court indoor tennis centre with a fitness suite, exercise studio, sauna/steam/spa and associated changing facilities
 - 8-court squash centre with bar and changing facilities, home to Brighton Squash Club
 - Floodlit stadium with running track, spectator seating, football pitch and changing facilities
 - 3 outdoor tennis courts
 - 1 outdoor multi-use area
 - Minor Clubhouse providing meeting/activity space
 - Car parks (including park and ride area)

The Sportsman public house is located in the centre of the site with its own designated parking area and is on a long-term lease.
- 3.6 BHAFC used the stadium at WSC for home matches between 1999 and 2011. During this time they added facilities to the stadium including;
 - An additional car-park in the north-west corner of the site
 - A permanent roof to the north stand
 - New upgraded floodlights

- Spectator stands to the south, west and east of the stadium
- A semi-permanent changing room block and players lounge
- A semi-permanent two-storey hospitality suite
- Semi-permanent toilets for spectators
- Turnstiles to west, north-east and east of stadium
- Additional storage containers for grounds maintenance equipment

3.7 BHAFC's planning consent for some of these facilities was temporary. However, following discussions with the athletics clubs, BHAFC and the sports facilities management contractor, the council were granted planning consent in July 2011 to retain the following facilities;

- Permanent retention of the north-west car park. Visits to WSC have increased by approximately 60% since 2004 and this car-park is heavily used. Losing it would have resulted in increased parking on surrounding streets.
- Permanent retention of the west stand. This provides useful additional spectator viewing, particularly for the athletics field events.
- Permanent retention of the turnstiles to the west and north-east of the stadium. These help to provide a secure perimeter to the stadium and will enable control of access for future users.
- Temporary (3 years) retention of the changing room block and players lounge. The building is in good condition and provides high quality changing facilities for stadium users and the players lounge can be used as a meeting/training venue. The temporary nature of this building meant that permanent retention was not possible.

BHAFC agreed that all of the facilities above could be left in situ at no cost to the council. The only cost incurred will be for some landscaping works to the north-west car park which is a condition of the planning consent.

However it should be noted that there has been an initial challenge to the grant of the July planning permission relating to the screening opinion relating to the proposed development and this is being dealt with by the Council's legal team. See section 5 of this report for further information.

3.8 The council did not apply to retain the two-storey Hospitality Suite. This was due to the high cost of either renting or purchasing the unit outright. Also, the pre-application advice from planners was that it was unlikely to receive any further temporary consent.

3.9 There was some concern about the loss of the Hospitality Suite which had been used by a small number of community groups. However, the

minor clubhouse which had been used as the BHAFC Project Office is now available for use by these groups. The clubhouse provides an ideal environment for meetings and other activities with self-contained toilets and catering facilities.

- 3.10 The other temporary facilities installed by BHAFC have been removed from the east end of the stadium, leaving a large hard-surface area which was previously the designated park and ride car park. This area is currently being used as an overflow car park but could be utilised in other ways.
- 3.11 The north-east car park has been used as the park and ride since 1999. Use of this car park is shared with customers of WSC and is on a first come first served basis. There are no dedicated spaces for either park and ride or WSC customers.
- 3.12 An area of the north-east car park has been leased to the owners of The Sportsman public house for the sole benefit of their customers. The area has perimeter barriers and an entrance barrier.

Users of Withdean Sports Complex

- 3.13 WSC plays host to three athletics clubs and a squash club. It has a strong health and fitness membership which is currently at capacity – approximately 1900. This is high compared to other facilities such as Prince Regent Swimming Complex (approximately 1000 members) or Moulsecoomb Leisure Centre (approximately 400 members).
- 3.14 At the Cabinet Member Meeting on 7th December 2010, Whitehawk Football Club was granted permission to use the stadium for a period of two seasons to allow the club to undertake improvements to their own ground in East Brighton Park. However, the club were unwilling to meet the Ryman League's conditions regarding the temporary use of the stadium and will therefore not be using it for the 2011/12 season. They have indicated that they would like to use it for next season (2012/13).
- 3.15 The football pitch may be used for the 2011/12 season by BHAFC reserves, women's and youth teams. However, it will be difficult to accommodate all these teams and Whitehawk FC the following season without it impacting negatively upon the condition of the pitch and upon the use by the athletics clubs. Therefore, a choice between BHAFC and Whitehawk FC is likely to be required if they both wish to use the stadium.
- 3.16 WSC is a multi-sports venue and the athletics clubs have shared use of the stadium with BHAFC. With careful scheduling of fixtures, the future

impact upon these clubs can be minimised and the two sports can work together well.

Future Plans

- 3.17 The athletics track will require replacement over the next few years at a cost of approximately £500,000. This is to be funded from the savings made on the recent re-tender of the Sports Facilities Management Contract as agreed by Cabinet on 10th December 2010. The replacement works are likely to take approximately twelve weeks and will need to be undertaken outside of the athletics season. This investment will secure the stadium's future as a regional standard athletics venue.
- 3.18 The changing room block is a semi-permanent building, has been in situ for six years and has a lifespan of approximately 15 years. The council therefore need to develop a long-term permanent solution for this building. One option would be to construct a permanent pavilion for users of the stadium.
- 3.19 Officers are currently assessing the feasibility of a capital investment proposal to increase the health and fitness provision at WSC which will form the subject of a report going to Cabinet in October 2011. WSC is currently at capacity for gym and exercise classes and it is estimated that the development proposal would increase membership by 66% with a further 1194 members as well as increasing the much-needed capacity for 'pay and play' users. The proposal involves the construction of a two storey extension to the front of the existing Indoor Tennis Centre including:
- A new entrance and reception space including café/bar facility and associated seating;
 - A new, larger fitness suite with space for 125 equipment stations (approximately 2 ½ times the size of the existing fitness suite).
 - A new link between the tennis centre and squash centre to provide a more coherent customer journey and to improve security and control of access;
 - Increased studio space for exercise and dance classes;
 - Extended and completely refurbished male and female changing facilities and toilets;

- 3.20 At the Culture, Recreation and Tourism Cabinet Member Meeting on 22nd March 2011, a deputation from Mr Robert Nemeth was considered concerning the provision of a skate park at Withdean Sports Complex. The Cabinet Member responded by advising that the proposal would be considered as part of a masterplan for the site. It was proposed that this could be situated in the area formerly occupied by the Hospitality Suite.
- 3.21 The Indoor Tennis Centre was part-funded by a grant from the Lawn Tennis Association as part of the Indoor Tennis Initiative. A condition of this grant funding was that the tennis hall had to be used exclusively for tennis for the duration of the agreement which expires in November 2012. After this date other uses of the hall may be considered. Whilst the Indoor Tennis Centre remains a popular and important facility, there are times (particularly during the summer months) when there is less usage. It would therefore be worthwhile considering whether the hall could be used in a more flexible way to better meet the wider sporting needs of the city. Any such consideration will be done in consultation with existing users.

Next Steps

- 3.22 Work will continue on the citywide Sports Facilities Plan to help identify priorities and inform potential options for WSC.
- 3.23 In addition to this review, consideration needs to be given to a range of questions to identify the role of WSC as part of the citywide Sports Facilities Plan:

Is WSC considered to be a favourable site for further sports facility developments?

Should WSC be considered for a potential enabling development to help fund facility provision at WSC or elsewhere in the city such as the King Alfred Leisure Centre?

What are the aspirations for WSC as an athletics venue?

What are the aspirations for WSC as a football venue?

What are the aspirations for WSC as a racket sports venue (tennis and squash)?

What role should WSC play as a non-sport community facility?

4. CONSULTATION

- 4.1 Consultation was undertaken with Sport England and the council's planning department regarding the proposed methodology for the Sports Facilities Plan.
- 4.2 Officers have also consulted with the athletics clubs, BHAFC and Freedom Leisure regarding the retention of facilities at WSC following BHAFC's departure in June 2011.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

- 5.1.1 There are no direct financial implications arising from the recommendations of this report. Any future developments would need to be fully evaluated and the funding identified as appropriate.

Finance Officer consulted: Michelle Herrington Date: 16/9/11

5.2 Legal Implications:

- 5.2.1 A letter has been received by the council as local planning authority from a nearby resident claiming non compliance with certain procedures relating to the grant of the planning permission at the stadium. Initial Counsel's advice has been received and it remains to be seen as to what the planning outcome will be. An oral update may be available at the time of the meeting, depending on the status of potential proceedings at that time.

Lawyer consulted: Bob Bruce Date: 19/9/11

5.3 Equalities Implications:

- 5.3.1 The operation of sports facilities that are accessible to all sections of the community are important to increase participation and subsequently improve health and wellbeing. The diverse sporting needs of the city will be taken into account as part of the review of facilities.

5.4 Sustainability Implications:

- 5.4.1 Sustainability implications arising from any potential development proposals will be assessed as part of any required planning consents.

5.5 Crime & Disorder Implications:

5.5.1 Increasing participation in sport and physical activity is recognised as having a positive effect on reducing crime and anti-social behaviour.

5.6 Risk and Opportunity Management Implications:

5.6.1 Officers would identify the most appropriate arrangements to achieve best value for money for the council.

5.7 Corporate / Citywide Implications:

5.7.1 Additional or better quality facilities that help increase participation in sport and physical activity and widen access will help to meet the outcomes of the council's Sports and Physical Activity Strategy.

SUPPORTING DOCUMENTATION

Appendices:

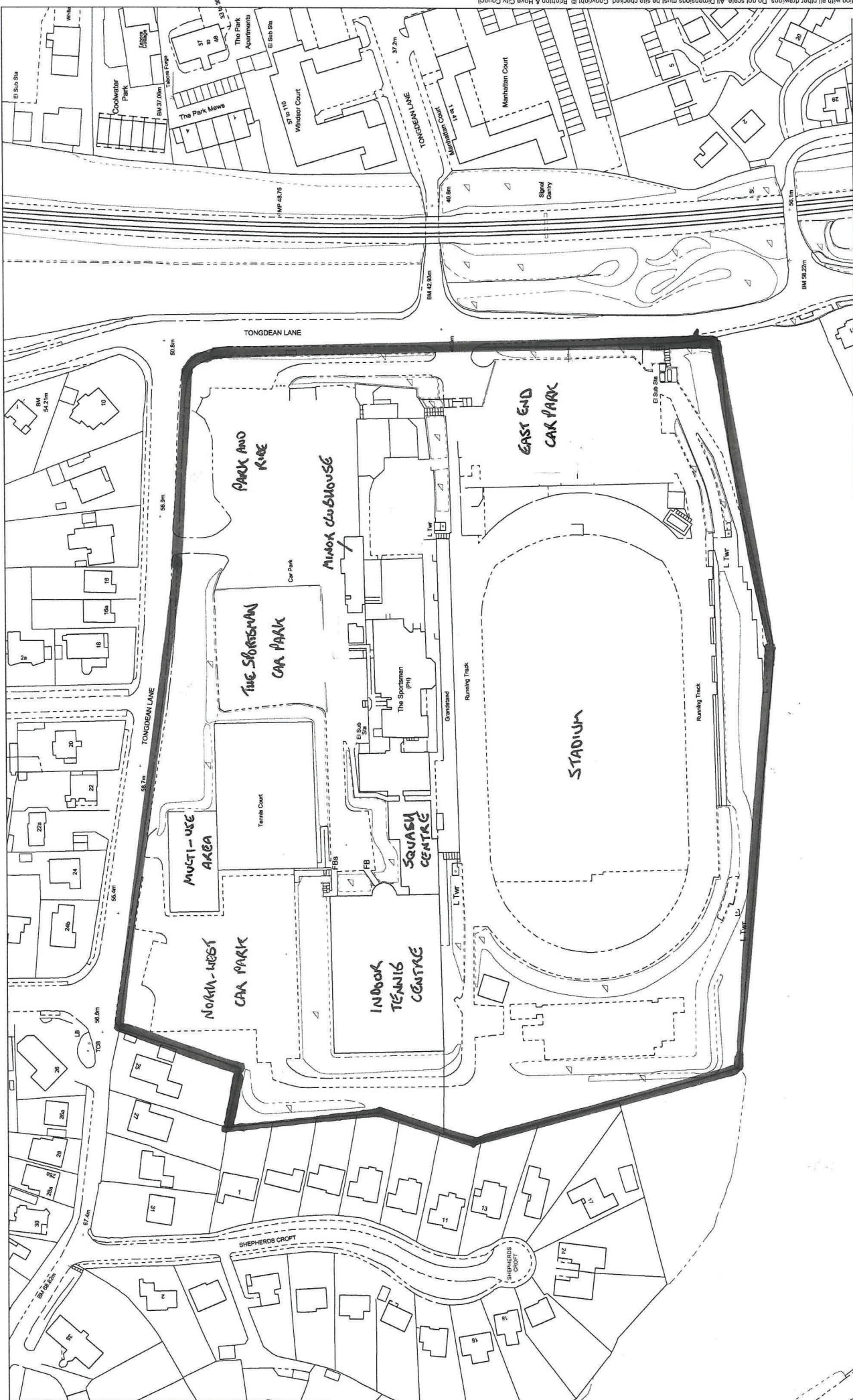
1. Withdean Sports Complex site plan and overhead photograph (photograph to be distributed at meeting).

Documents in Members' Rooms:

1. None

Background Documents:

1.



Drawn By	MS	Checked	Date
Project No.	Scale 1:1250 @ A3		
Drawing No.	Revision SK1		

Title
Site Plan

Project
Withdean Stadium

BRIGHTON & HOVE CITY COUNCIL
PROPERTY & DESIGN
KINGS HOUSE, GRAND AVENUE,
HOVE, EAST SUSSEX, BN1 2SR
Telephone: (01273) 290000 Fax No. (01273) 291467



Culture, Tourism and Enterprise Overview and Scrutiny Committee Draft Work Plan 2011 - 2012

Issue	Overview & Scrutiny Activity	Outcome & Monitoring/Dates
29 September 2011		
Andrew Comben Brighton Dome & Festival	Information item	
Invitation to Cabinet Members – Cllr Bowden and Kennedy	Information item on priorities and challenges for the relevant Cabinet Members	
Scoping report – access to cultural activities for older people (Cllr Farrow’s letter)	Scoping report – may lead to a scrutiny panel; workshop or further reports	
Environmental Industries scrutiny panel - update	Monitoring scrutiny recommendations	
2012 Programme	To support the approach to 2012	
Withdean Sports Stadium Masterplan	Policy development input	
Scrutiny Work Programme	For agreement	

Workshops	
Seafront strategy – October 2011 (date tbc)	Policy development input
Annual Libraries plan – November 2011 (date tbc)	Policy development input

24 November 2011	
Invitation to the Arts Council - presentation	Information item (funding of arts projects)
Outdoor Events Strategy	Input into policy development
Music Venues in the city - tbc	
Major projects	Regular update and monitoring
2012 programme	Update and discussion on the programme
Feed back on Workshops on Libraries and Seafront Strategy.	Update following members' input into draft strategies
Scrutiny Work programme	For agreement

5 January 2012		
Music Venues - TBC	Feedback from Made in Brighton Music Forum	
2012 - TBC	Final update report	
Seafrost Strategy feedback - TBC	Feedback from workshop	

CULTURE, TOURISM AND ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 24A

Brighton & Hove City Council

Subject: Support for the Retail Sector
Date of Meeting: 29 September 2011
Report of: Strategic Director Place
Contact Officer: Name: Tom Hook Tel: 291110
E-mail: tom.hook@brighton-hove.gov.uk
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The 'Streets Ahead' event in early 2011 brought together local traders, large chains, council officers and campaign groups to look at how support Brighton and Hove's unique retail offer. The issues raised at this meeting, and outlined in this report need to be progressed.
- 1.2 The Leader of Council, whilst answering questions at the Overview and Scrutiny Commission (OSC), suggested that scrutiny would present an ideal, cross-party and inclusive mechanism through which this initiative could be driven forward.
- 1.3 CTEOSC is the relevant scrutiny committee and therefore Members are being asked to consider this request.

2. RECOMMENDATIONS:

- 2.1 That members agree to undertake a scrutiny panel into support for the retail sector as set out in this report.

3. BACKGROUND INFORMATION

3.1 Possible Scope

- Evidenced based review of the state of the retail sector in the City and current public policy and practice
- Practical recommendations to the retail sector, the Council, and the Local Strategic Partnership addressing relevant operational policy, investment, regulation and city management matters
- Aim to produce recommendations to help position the retail economy over the medium-long term and pushing forward the city's retail offer to visitors, local residents, and the work based community.

3.2 Current Challenges

3.3 The City's independent retail offer is a key dimension to the City's visitor economy and there are concerns that it is not being sufficiently nurtured and supported.

3.4 Feedback from local independent retailers indicates that they feel under threat from the economic situation and competition with larger multiples. Sections of the local community are hostile to certain retail investors and brands.

3.5 Existing retail bodies are finding it difficult to get a comprehensive City-wide buy-in, particularly from independents, to fund area improvements. Local retailers have expectations that the local authority can provide solutions to their trading viability which the local authority cannot always address, not least due to current resource constraints. Additionally the responsiveness of LA to addressing legitimate retail issues is not always evident & recognised.

3.6 Draft objectives for discussion

3.7 With margins in the retail sector squeezed, development financiers cautious about committing to major redevelopment schemes and City Council resources also under pressure, there are obvious limitations to the outcomes that can be realised by a scrutiny panel in the short term.

3.8 There are also a number of initiatives and forums already in place which are contributing to the health and well being of the City's retail offer or are otherwise influencing public policy. The work of a scrutiny panel may draw upon this but should avoid unnecessary duplication.

Objectives	Success Criteria
B&H's unique retail offer to local residents and visitors is nurtured & improved.	a. Key facts & analysis on retail performance are available to chart performance on an annual basis.
The independent retail sector is effectively self organised & is able to	b. The independent sector confirms it has the organisation in place to

mediate positive outcomes with retail multiples and larger chain stores.	effectively represent its interests & can confirm a constructive dialogue with multiple & chain store representatives.
The City's retail offer is effectively marketed & promoted with clear input and feedback from & to local independent traders.	c. Marketing resources are effectively coordinated to optimise the short-medium term viability and the long term sustainability of the City's retail offer.
The retailers, landlords, prospective developers and agents are able to effectively develop the City's retail offer & influence public policy makers, investment & service providers.	d. Retail trade & Council/LSP survey results indicate positive working relationships.
The City's public realm is maintained and improved to support the commercial performance of retail locations.	e. The City's retail offer is appropriately supported by innovative regulation & sustainable investment & maintenance of the public realm, transport system & city infrastructure.
Local retailers understand public sector regulation and enabling capacity and are able to easily access information and expertise.	f. Effective communication & information systems are in place to enable effective public sector responses to the retail sector.

3.9 Potential Witnesses

- Cllr Amy Kennedy, Cabinet Member
- Geoff Raw, Strategic Director Place
- Independent sector representatives
- Multiple/Chain representative
- Town centre manager
- BID representative
- Public order rep
- Retail sector analyst
- Food partnership?
- Economic development expert
- Urban design specialist
- City regulation (Planning, Licensing, Trading Standards, Public Health)
- Transport, Parking & City infrastructure representatives

3.10 Suggested timetable

November 2011:

Session 1 – Scoping Meeting

- TOR
- Trend & statistical analysis
- Challenges & opportunities
- Agreeing deliverables

December 2011/January 2012:

Session 2 & 3 - Barriers to success & potential solutions from public & private sectors:

- Perspectives from retail investment experts
- Messages from local independents
- Messages from locally operating multiples & chains
- Retail landlord & developer perspectives
- Public sector regulation, investment & service provision (Govt. & Council perspectives)

February/March 2012: Draft report of findings & recommendations to CTEOSC

4. CONSULTATION

4.1 No consultation has been undertaken in drafting this report.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

5.1 Any review would be supported with resources from the existing scrutiny budget.

Legal Implications:

5.2 Each Overview and Scrutiny Committee has the power to establish panels to review specific issues.

Equalities Implications:

5.3 There are none directly arising from this report. Any panel methodology will be subject to an Equality Impact Assessment.

Sustainability Implications:

5.4 There are none directly arising from this report.

Crime & Disorder Implications:

5.5 There are none directly arising from this report.

Risk and Opportunity Management Implications:

5.6 There are none directly arising from this report.

Corporate / Citywide Implications:

5.7 There are none directly arising from this report.