

# Brighton & Hove City Council

## Culture, Heritage, Tourism, Sport, & Economic Development Committee

## Agenda Item 22

**Subject:** Madeira Drive Closures 2024

**Date of meeting:**

**Report of:** Executive Director, Economy, Environment and Culture

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**Ward(s) affected:** All

**For general release**

### **1. Purpose of the report and policy context**

1.1 To seek approval for landlord's consent for each of the proposed events on Madeira Drive in 2024 and the associated road closures. Councillors are reminded that they can grant consent for each event request individually and not only the whole programme.

### **2. Recommendations**

2.1 That Committee grants landlord's consent (subject to the execution of a formal agreement) for each of the proposed events on Madeira Drive and the associated road closures as listed in Appendix 1.

2.2 That the committee authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.

2.3 That the committee authorises the Executive Director, Economy, Environment & Culture, after consultation with the Chair of the committee to make any alterations to the events programme as necessary including approving new applications in accordance with the Outdoor Events Strategy 2019-2024 and cancelling events if required.

### **3. Context and background information**

3.1 Madeira Drive continues to be a very important venue for events in the city. The long heritage of events on Madeira Drive is reflected by most of the events listed in Appendix 1 having taken place at this location previously. The events programme draws residents and visitors to Madeira Drive which extends the Seafront offer both geographically away from the main tourism area between the piers and seasonally, by holding events throughout the year.

- 3.2 In line with the current City Council Outdoor Events Strategy 2019-2024, none of the new proposals listed in Appendix 1 are events that involve vehicles with combustion engines. All other events have taken place previously on Madeira Drive and add to the financial and cultural contribution that outdoor events bring to the city.
- 3.4 The ongoing closure of the Madeira Terraces and the resulting reduction in usable space on Madeira Drive has not resulted in a reduction in proposals for events on Madeira Drive. However, the safety fence adjacent to the Terraces has impacted upon the operational requirements of some events. Additional consideration will be made in 2024 to prepare events for possible further disruption when the Madeira Terrace renovation works begin.
- 3.5 A new crossing point has been installed across the Volks Railway, as part of the Sea Lanes Development. This has assisted event organisers to move infrastructure onto the beach and made up for the loss of space from the closure of Madeira Terraces. Operation of this crossing has functioned well and officers will further improve this access in the future.
- 3.6 Infrastructure and transport costs due to the cost of living crisis have been keenly felt for mixed Madeira Drive and beach-based events. The additional cost of supporting event activity on the shingle is proving to be a block to many providers including Brighton Marathon and the BHF London to Brighton Bike ride. This reduction in beach use has been replaced with the highly successful 'On The Beach' series.
- 3.7 The city's Safety Advisory Group will continue to scrutinise event management plans in line with its Terms of Reference.
- 3.8 Officers will ensure that event organisers requiring the use of Madeira Drive are kept informed of development works relating to Madeira Terraces, Sea Lanes and Black Rock, allowing event organisers to adapt their plans accordingly and work alongside the three developments. Officers will work together to ensure that no event is cancelled as a result of any of the developments along Madeira Drive, as far as is reasonably practicable.
- 3.9 The first opportunity for the Events team to begin utilising the new Black Rock site for events activity is 2024. Due to the uncertainty around completion dates, at this stage, the team haven't presented any specific details of possible events but will provide a separate paper early next year to detail some possible programme options.
- 3.10 Some concerns have been raised in 2022 about the impact of the new road layout and markings on vehicle enthusiast events on Madeira Drive. In April 2022 the full specification of the paint used was shared with all relevant parties. This specification confirmed the properties of the paint and no additional correspondence has suggested this product is incompatible with racing. Any decision for groups not to participate in racing on Madeira Drive cannot be directly attributed to the surface treatments.

#### **4. Analysis and consideration of alternative options**

4.1 N/A

#### **5. Community engagement and consultation**

5.1 Consultation is taking place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service, NHS Trust, Environmental Health & Licensing, City Parks, Civil Contingencies, Sustainability and Highways. Detailed consultation will also follow as the events are developed between the respective event organiser and our partner agencies.

5.2 A verbal update on the consultation responses will be given at the committee meeting.

##### Social Value Impact

5.3 Events can affect the way places are perceived and people's relationships with their place of residence, making them feel connected to it. It may encourage people to contribute more towards local projects or take more care of the local environment. Events act as vehicles to bring people together, encouraging social contact leading to enhanced individual wellbeing and more resilient communities. People benefit from participating in events, but also by volunteering and getting involved in planning and organising them helping to build capacity of communities to organise events and other projects in the future.

5.4 Involvement in events can enhance people's quality of life by providing enjoyable, sociable experiences to look forward to and reflect on as well as encouraging personal development to equip people with skills, confidence and knowledge to help them in their lives.

5.5 Events are not universally appreciated and there may be some associated negative effects that diminish their social value including disruption to everyday routines.

##### Noise Management

5.6 All events involving the use of amplified music will be required to provide the council with a noise management plan which will be shared with colleagues in Environmental Protection for comment. Event organisers will need to adhere to specific restrictions on levels of noise at their event, as well as provide the council with evidence of mitigation measures in place to reduce the impact on nearby businesses and residents.

#### **6. CONCLUSION**

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

- 6.2 Events form a significant part of the council's overall tourism strategy. As well as bringing substantial economic benefits to the city, people experience civic pride when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city as well as bringing significant economic benefits.
- 6.3 Granting Landlord's Consent for the 2024 events programme on Madeira Drive provides support for a sector that is integral to the City's identity and external appeal. Maintaining a healthy programme on Madeira Drive, ready for expansion as the full industry recovery sets in and the reopening of the terraces is a key aim for the events department.
- 6.4 Officers will ensure that all events meet the requirements of the Outdoor Events Strategy 2019-2024, including the need for all event organisers to sign up to the Outdoor Events Charter.

## **7 Financial implications**

- 7.1 In accordance with the existing Outdoor Events policy, fees are charged for commercial events and any costs incurred are the responsibility of the organiser. Where an event requires the suspension of parking bays, the events organiser will be required to pay for the parking suspensions, limiting the lost income to parking services. Where an event requires a full road closure, the events organiser will need to apply and be required to pay costs relating to the administration and advertising costs of a traffic regulation order. In addition, a reinstatement deposit is usually held, and evidence of adequate insurance cover is required. The fees charged are determined by negotiation based on a number of factors including capacity, whether a new or established event, whether an admission fee is to be charged and infrastructure required; all of these are subject to agreement by officers as per the recommendations of this report.
- 7.2 The income generated from fees charged for commercial events on Madeira Drive contributes to the Outdoor Events Team annual income target and has, in a normal financial year, enabled charitable and community events and free public entertainments to be supported at reduced rates across the city. Any significant variations to budget will be reported as part of the council's monthly budget monitoring process.

Name of finance officer consulted: John Lack Date: (30/08/23)

## **8 Legal implications**

- 8.1 The Council is empowered under Section 77 of the East Sussex Act 1981 to use Madeira Drive for up to 28 days a year to facilitate the staging of major outdoor events. In addition, the proposals in this report are made in accordance with the Outdoor Events Strategy. The terms of the agreements with the event organisers and the ongoing consultation process should ensure that the events are safe and well managed, and that disruption is kept to a minimum.

## **9 Equalities implications**

- 9.1 The outdoor events programme caters for people from all sectors of the community as there are a diverse range of events that are staged in the city each year. Issues such as physical access to an event and designated viewing areas are developed and detailed in event plans where applicable. Equalities Impact Assessments will be required of major event organisers.

## **10. Sustainability implications**

- 10.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Strategy 2019-2024.
- 10.2 The nature of outdoor events means that they often involve a range of potential sustainability impacts (both positive and negative) from travel, energy and water use, food, local economic and social impacts, use of outdoor spaces and production of waste. Event organisers continue to be strongly encouraged to sign up to the Council's Sustainable Event Commitment, helping them to improve sustainability at their events. The Sustainable Events Programme is certified to the international standard for environmental management ISO 14001.
- 10.3 The Sustainable Events Programme also meets the requirements of the British Standard for Sustainable Events that was developed for the London 2012 Games and helped them deliver a highly visible sustainability programme, particularly around event waste recycling and encouraging people to use public transport. The standard was superseded by the International Standard ISO 20121 and the council's programme has been amended to meet the requirements of the new standard and help the council continually improve its engagement with event organisers to improve sustainability.
- 10.4 Environmental Impact Assessment and Action plans will be required to be undertaken by organisers wishing to stage their events in the city.

## **11. Other Implications**

### **Crime & disorder implications:**

- 11.1 Sussex Police are involved in both the consultation and planning of all major events.

### **Public health implications:**

- 11.2 Outdoor events have a positive impact on the health and well-being of participants and spectators. However, events will need to meet covid safe requirements if they are able to take place.

- 11.3 Initial landlord's consent for outdoor events is determined by the council many months in advance, however, whether any event can go ahead is still very much dependent on all the safety and event permissions being in place at the time of the event.
- 11.4 Officers attend regular meetings held by the Sussex Resilience Forum, to ensure consistency as a region in relation to guidance, advice and information being given to event organisers with regards to Public Health concerns. It is recognised regionally that keeping visitors and residents safe is our priority.

### **Supporting Documentation**

#### **1. Appendices**

1. Proposed Madeira Drive closures 2024