

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 49

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

4.00pm 7 DECEMBER 2010

COMMITTEE ROOM 3, HOVE TOWN HALL

MINUTES

Present: Councillor Smith (Cabinet Member)

Also in attendance: Councillors: Davis (Opposition Spokesperson) and Randall

PART ONE

29. PROCEDURAL BUSINESS

29a Declarations of Interests

29.1 There were none.

29b Exclusion of Press and Public

29.2 In accordance with Section 100A of the Local Government Act 1972 (the Act), the Cabinet Member for Culture, Recreation and Tourism considered whether the press and public should be excluded from the meeting during an item of business to be transacted or the nature of the proceedings, that if members of the press or public were present during that item, there would be disclosure to them of confidential information (as defined in Section 100A(3) of the Act) or exempt information (as defined in Section 100(1) of the Act).

29.3 **RESOLVED** – That the press and public be not excluded from the meeting.

30. MINUTES OF THE PREVIOUS MEETING

30.1 **RESOLVED** – That the minutes of the Culture, Recreation and Tourism Cabinet Member Meeting held on 21 September 2010 be agreed and signed by the Cabinet Member as a correct record.

31. CABINET MEMBER'S COMMUNICATIONS

White Night

- 31.1 The Cabinet Member explained that "White Night" had been the most successful yet with 40,000 people attending the 63 events produced by the city council and 100 other partners. As well as attracting almost £100k of external funding, businesses and traders reported excellent trading.

Cine City

- 31.2 This festival which had been supported by the city council and other partners had run until December 5.

Nalgao Conference, 6 - 7 December

- 31.3 The Cabinet Member explained that the Nalgao (National Association of Local Government Arts Officers) conference was currently taking place at the Hove Centre, the key note speech being given by Ed Vaisey MP.

EARTH Installation

- 31.4 On 26 November Brighton & Hove had been pleased to host the UK 350 EARTH Installation on Hove Lawns which formed part of the world's first planetary art exhibition. 350 EARTH is a series of art exhibitions in 18 cities across the world organised by 350.org, highlighting the issues of international climate change.

Brighton Centre

- 31.5 Enquiry levels for the last 3 months had again shown an increase on previous year's figures, which may be attributed to sustained PR activity, direct sales events and proactive sales research.

VisitBrighton

- 31.6 The Cabinet Member explained that VisitBrighton.com had seen a significant increase in users in 2010 compared to 2009 – up 29% on last year to date and the site was on target to receive over 1.2 million visitors for 2010. Accommodation bookings through the site were also up on 2009, after a slow start to the year due to poor weather in January/February.
- 31.7 VisitBrighton had also recently re-launched all of its social media channels (Facebook, Twitter, YouTube, Flickr, Blog, etc.) under the 'LoveBrighton' identity, to foster a sense of community with our visitors – early indications had shown positive results with over 2,000 Twitter 'followers' and over 300 Facebook 'friends'. Over 80 travel journalists had been hosted in the city in 2010 (to end of November) – major features had included Lufthansa and Virgin Blue in-flight magazines. VisitBrighton won the 'Gold Award' for Destination Marketing at the Tourism South East Tourism Awards in October.

31.8 VisitBrighton had had a very successful past 3 months, with 15 conferences confirmed for the city, including:

- Royal College of Midwives – November 2011 & 2012 = 450 delegates per conference.
- Unison Police & Justice Conference – June 2013 & 2015 = 500 delegates per conference.
- Community Practise & Health Visitors Conference – May 2011 & 2012 = 400 delegates per conference.
- Unison Retired Members Conference – October 2013 & 2015 = 500 delegates per conference.

News from the Royal Pavilion and Museums (RP&M)

31.9 The Cabinet Member explained that the Royal Pavilion ice rink had opened to the public on Saturday, 13 November. Skating and use of the restaurant, which was run by “Due South”, were proving very popular. There had been much positive media interest, e.g. coverage by local BBC TV and radio. The rink had been mentioned on various blogs, twitters, and was featured on YouTube. The Financial Times had listed the rink as one of the top five in the country and put it in second place after Somerset House. The ice rink would be open until Sunday, 16 January.

31.10 RP&M was now tweeting on <http://twitter.com/brightonmuseums> gaining nearly 400 followers in just 8 weeks. It had proved an excellent way of promoting events resulting in increased attendance, ticket sales and income.

31.11 The Cabinet Member went on to explain there had been a great response from Brighton residents to the Royal Pavilion & Museums Foundation’s membership campaign with 500 new members recruited over the past six months.

31.12 The Cultural Olympiad would be doing an international press launch on 9 December, with material in the form of ‘scrap books’ of some of the projects. RP&M, which successfully competed for the LOCOG/MLA Stories of the World project, had been invited to contribute material as the ONLY Stories of the World project featured. RP&M had also been accepted as one of seven pilot museums to go for the ‘Hear by Right’ bronze award – which was about how organisations work with young people.

31.13 ‘Capturing Colour: Film, Invention and Wonder’ was a new temporary exhibition at the Brighton Museum & Art Gallery. It had opened on 4 December and would run until 20 March 2011. This was an international story with particular significance for Brighton & Hove as it was here that some of the earliest successful ways of capturing the world in colour had been developed. The show had been developed in partnership with the University of Brighton.

32. ITEMS RESERVED FOR DISCUSSION

32.1 **RESOLVED** – That all items be reserved for discussion.

33. PETITIONS

33.1 There were none.

34. PUBLIC QUESTIONS

34.1 The Cabinet Member agreed to consider the following question which was put by Mr. Simon Doyle on behalf of Mr. Roy Pennington a beach chalet tenancy holder.

“What real evidence that, such as the annualised numbers on the list for each of the 5 chalet areas involved, they are “little used” and what research is there as to the reason for that apparent “little use” and what difference would it be to the finances of the council to alter the tenancies in this way and why has there been no consideration of applying any new lease to new tenants only, retaining the original lease for current tenants, much like employers use “natural wastage” to get rid of dead wood.”

34.2 As the recommendations accompanying the Beach Chalet Policy Proposal report, Item 42 on that days agenda had been amended and largely addressed the points raised by Mr Pennington, the Cabinet Member considered the question and the amended recommendations in concert with one another. Messrs Pennington and Doyle were thanked for their question and the Cabinet Member confirmed that the points raised would be considered under Item 42 (below) and that both would receive a written response following the meeting.

34.3 In relation to the point raised in relation to lack of summer use, this was difficult to monitor. However, if this emerged as an issue raised during the consultation process that could be revisited at that time. The Cabinet Member read out the amended recommendations which he had been asked to approve in relation to the Beach Chalet Policy Proposals (Item 42)

34.4 The Cabinet Member gave Mr Doyle the opportunity to ask a supplementary question. He sought clarification that current tenants would remain unaffected by the introduction of fixed term tenancies and it was confirmed that, given the revised recommendations, this would be the case pending the outcome of the consultation exercise. A two month notice period would be given to end tenancies in instances where tenants had not maintained chalets in compliance with their tenancy agreements.

34.5 **RESOLVED** – That the question, and response set out above and in Paragraph 42 of these minutes be received and noted.

35. DEPUTATIONS

35.1 There were none.

36. LETTERS FROM COUNCILLORS

36.1 There were none.

37. WRITTEN QUESTIONS FROM COUNCILLORS

37.1 There were none.

38. NOTICES OF MOTIONS

38.1 There were none.

39. FEES AND CHARGES : LIBRARIES

39.1 The Cabinet Member considered a report of the Strategic Director of Communities seeking approval to the levels of fees and charges for Library Services for 2011 - 12

39.2 The Head of the Libraries and Information Service explained that in line with the agreed Corporate Fees and Charges Policy the service was required to carry out an annual review. Only limited changes were proposed for the coming year in recognition that substantial changes had been made two years previously and to reflect the fact that the economic position of some residents of the city remained volatile. Income would be raised from a mixture of increased income from fees and charges and improved performance in the services' room hire and retail offer. A significant development during the coming year would be the introduction of downloading services, including free e-books for loan, free digital audio-book loans and down loading of music and film.

39.3 Councillor Davis stated that whilst it was regrettable that increases were necessary the rationale for them was understood. It was noted that whilst the level of fines for adult borrowers would increase fines were not payable by children or those who were registered disabled. Councillor Davis queried the charges made for research and it was explained that that these were comparable with those made in East and West Sussex and Surrey. A distinction was made between commercial and non-commercial service users

39.4 Councillor Randall acknowledged that fines were avoidable and was pleased to note that where an e mail address was held that borrowers would be notified in advance of a book becoming overdue. He enquired whether facilities were available to text borrowers and it was confirmed this facility was not available at present.

39.5 The Cabinet Member enquired whether fines were incurred by a particular age group and it was explained that research was underway to ascertain whether that was the case.

39.6 **RESOLVED** - That the Cabinet Member approves the Libraries Fees and Charges Proposals for 2011-12.

40. FEES AND CHARGES: VENUES

40.1 The Cabinet Member considered a report of the Strategic Director of Communities setting out the proposed fees and charges for 2011/12 for the Brighton Centre and Hove Centre.

- 40.2 It was explained that the proposed levels of fees and charges had been prepared on the basis of achieving a global increase of 2% inflation on income budgets which would automatically be included in the budget block allocation as a part of the three year budget process. The diverse and flexible offer available at both venues had resulted in a diverse array of events during the current year and were detailed in the report.
- 40.3 Councillor Randall was pleased to note the level of confirmed bookings for the Brighton Centre, considering this had probably also been facilitated by the degree of certainty surrounding its immediate future.
- 40.4 **RESOLVED** - (1) That the Cabinet Member approves the Libraries, Fees and Charges as shown in Appendices 1 (Hove Centre) and 2 (Brighton Centre) in order that they can be incorporated into the 2011/12 Revenue Budget and Venues Business Plan; and
- (2) That in addition, the Cabinet Member authorises officers to negotiate with each hirer to secure the event and maximise revenue to both the service and the economic impact to the city.

41. SEAFRONT FEES & CHARGES

- 41.1 The Cabinet Member considered a report of the Strategic Director of Communities setting out the proposed rent increase to the annual ground rent for beach huts along Hove seafront and for fishing lockers and boat licenses on both Brighton and Hove beaches. The fees and charges for passengers using the Volks Railway and proposed to be made to organizers of outdoor events were also set out.
- 41.2 Councillor Randall enquired regarding whether the "Yellow Wave" beach volleyball facility was included in these proposals. It was confirmed that it was outside the remit of the report.
- 41.3 **RESOLVED** - That the Cabinet Member for Culture, Recreation and Tourism agrees the fees and charges set out in the report.

42. BEACH CHALET LETTING POLICY PROPOSAL

- 42.1 The Cabinet Member considered a report of the Strategic Director of Communities setting out the proposed changes to the current letting policy for beach chalets owned by the Council at Ovingdean, Rottingdean, Saltdean, Madeira Drive and Hove Seafront. The proposed increases in the annual rent levied by the Council for the beach chalets at Ovingdean, Rottingdean, Saltdean, Madeira Drive and Hove Seafront were also set out, as were the proposed new procedures for beach chalet waiting lists.
- 42.2 The Cabinet Member referred to the question and set out in Paragraph 34.1 above stressing the amendments made to the recommendations as set out in the report originally circulated. He re-iterated his earlier comments in relation to the consultation process and in relation to action which would be taken in instances where tenants failed to satisfy their maintenance obligations.

- 42.3 **RESOLVED** - (1) That the Cabinet Member approves the introduction of a fixed term tenancy for a maximum period of five years for all new beach chalet tenancies which will be available for Brighton & Hove Residents only;
- (2) That the Cabinet Member approves the proposed 10% in the annual rent for chalets;
- (3) That the Cabinet Member approves the consultation exercise on amending the policy for letting beach chalets to existing tenants. The aim of the consultation exercise being to reduce the long standing waiting lists; and
- (4) That the Cabinet Member approves the implementation of a two month notice period to end tenancies when the tenant is not complying with their maintenance responsibilities.

43. PROPOSALS FOR BRIGHTON "O" ATTRACTION ON DALTON'S BASTION SITE, MADEIRA DRIVE

- 43.1 The Cabinet Member considered a report of the Strategic Director of Communities detailing proposals received from Paramount Attractions Limited for a temporary big wheel attraction on the Daltons Bastion site, Madeira Drive.
- 43.2 The Cabinet Member stressed his support for the proposals which would create an additional visitor attraction on that part of the seafront.
- 43.3 Councillor Randall referred to the fact that some local residents had expressed concerns regarding the proposals. It was noted however, that the potential scheme was at an early stage and that further detailed negotiations would need to take place in order for it to progress.
- 43.4 Councillor Davis enquired regarding the planning process noting that a number of issues would need to be addressed prior to planning permission being obtained. The Strategic Director confirmed that approval was "in principle" at this stage and that further reports would come back to future Cabinet meetings irrespective of the planning process.
- 43.5 **RESOLVED** - That the Cabinet Member for Culture, Recreation and Tourism:
- (1) Approves in principle the proposal from Paramount Attractions Limited ("PAL") for a temporary big wheel attraction to be located on Daltons Bastion site on Madeira Drive (shown on the annexed plan) for a period not to exceed 5 years of operation on the strict understanding that there will be no concurrent operation of the wheel and the i-360;
- (2) Approves in principle the use of the vacant property underneath Daltons Bastion (shown on the annexed plan) by PAL for a ticket office and ancillary use for the same period as the big wheel attraction;
- (3) Authorises officers to complete the necessary documentation between the council and PAL in a form to be agreed by the Strategic Director for Communities in consultation with the Cabinet Member for Culture, Recreation and Tourism; and

(4) Agrees that pending completion of the documentation the lock out arrangement with PAL shall continue.

44. THE FUTURE USE OF WITHDEAN STADIUM

44.1 The Cabinet Member considered a report of the Strategic Director of Communities detailing approaches received from sports clubs interested in using the stadium following relocation by Brighton and Hove Albion Football Club (BHAFC) to the new community stadium at Falmer on 30 June 2011. It was necessary to consider the different options taking into account existing users.

44.2 **RESOLVED** - (1) That the Cabinet Member gives approval for Whitehawk Football Club (WFC) 1st team to use the Withdean Stadium as a temporary home ground for a period of two seasons starting on 1 July 2011 whilst they undertake a series of developments to their own ground in East Brighton Park. This would be on the condition that WFC gain the necessary planning permission to undertake these developments and that the council are satisfied that they have the appropriate funding in place.

(2) That the Cabinet Member for Culture, Recreation and Tourism agrees that BHAFC have subsidiary use of the stadium for their Reserves and Women's team matches. This subsidiary use would be on the condition that there is no over-use of the pitch and that due consideration is given to the use of the stadium by other users including the resident athletics clubs.

(3) That the Cabinet Member gives approval for the council to submit a planning application to retain some of the facilities that have been installed by BHAFC since they took up occupation of the facility.

45. FOREDOWN TOWER: UPDATE

45.1 The Cabinet Member considered a report of the Strategic Director of Communities providing an update in relation to the progress in leasing Foredown Tower.

45.2 Following withdrawal from negotiations by the Hove and Adur Sea Cadets the Council had now been approached by Portslade Community College Adult Learning working in partnership with the Green Gym, to enter into a lease agreement, along similar lines to that which had been drawn up for the Sea Cadets. It was anticipated that Portslade Community College, who would take the lead, would also wish to establish a Community Interest Company and for that Company to be the signatory to the lease agreement, a similar approach to the Sea Cadets.

45.3 Councillor Davis stated that she supported the approach being taken. Councillor Randall also expressed support welcoming the current proposals which represented a broader community use.

45.4 **RESOLVED** - That the Cabinet Member for Culture, Recreation & Tourism authorise the Head of Tourism & Leisure ("the HTL") in consultation with: the Head of Legal & Democratic Services; and the Head of Property & Design :-

(1) To enter into lease negotiations with Portslade Community College (PCC) using as a basis the Heads of Terms agreement which had been prepared for the Sea Cadets; and

(2) (when the HTL is ready) conclude the lease either with the PCC or with a Community Interest Company which would be established by PCC.

46. EVENTS PROGRAMME IN PARKS AND OPEN SPACES 2011

46.1 The Cabinet Member considered a report of the Strategic Director of Communities setting out the proposed programme of special events for Parks and Open Spaces in 2011 and seeking landlord's consent for those events.

46.2 Councillor Randall welcomed the report stating that it showed the diverse breadth of activity taking place across the City.

46.3 Councillor Davis agreed enquiring regarding strategies for encouraging further future and repeat bookings. It was explained that as part of the work programme currently being undertaken, means by which this information could be packaged and presented differently was being assessed.

46.4 **RESOLVED** - That the Cabinet Member for Culture, Recreation and Tourism:

(1) Approves the events listed in Appendix 1.

(2) Authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate; and

(3) Authorises the Head of Tourism & Leisure after consultation with the Cabinet Member for Culture Recreation & Tourism to make any alterations to the events programme as necessary and to approve new applications.

47. SPECIAL EVENTS REQUIRING CLOSURE OF MADEIRA DRIVE 2011

47.1 The Cabinet Member considered a report of the Strategic Director of Communities setting out the proposed programme of special events in Madeira Drive in 2011 and seeking approval of the associated road closures. It was noted that a number of events were returning year on year.

47.2 In answer to questions by Councillor Davis regarding whether the number of events remained constant year on year it was explained that a maximum of 28 closures were permitted annually.

47.3 Councillor Randall enquired whether compensation was sought for loss of parking and it was explained that issue vested with the Cabinet Member for Environment. If specific issues were identified a suitable level of reparations could be sought.

47.4 The Head of Tourism explained that the new delivery unit would need to conduct a full review of issues arising from events in the city and to establish protocols in relation to how they were dealt with future.

- 47.5 **RESOLVED** – (1) That the Cabinet Member for Culture Recreation & Tourism approves the events list in Appendix 1:
- (2) Authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate; and
 - (3) Authorises the Head of Tourism & Leisure after consultation with the Cabinet Member for Culture Recreation & Tourism to make any alterations to the events programme as necessary and to approve new applications.

The meeting concluded at 5.05pm

Signed

Chair

Dated this

day of