

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 26

Brighton & Hove City Council

Subject: **Brighton & Hove Triathlon – 15th/16th September 2012**

Date of Meeting: **Tuesday 6th September 2011**

Report of: **Strategic Director Communities**

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Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To seek in principle for Limelight Sports to stage a major new triathlon event in Brighton & Hove with the potential for this to become one of the largest and most successful triathlons in the UK. The principle aim of the triathlon will be to encourage new people into the sport which will be created in such a way that *anyone* can take part with innovative ideas to encourage them to do so.

2. RECOMMENDATIONS:

- 2.1 To grant 'in principle' agreement to stage the inaugural 2012 triathlon on Madeira Drive Brighton seafront over the weekend of the 15th/16th September 2012 for up to 5-6,000 competitors in year 1.
- 2.2 To authorise officers to enter into formal agreement with the event organisers to determine fees, levels of support and event conditions as appropriate.
- 2.3 To bring final event details, date, routes, road closures, event fee and to grant landlord's consent to a future meeting of CMM CRT.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The aim is to create a triathlon which gives participants the flexibility of focusing just on participating in the event or enjoying an entire weekend with friends and family in Brighton.
- 3.2 The event would be held over a weekend – on 15th/16th September 2012 with a whole weekend of activity including an exhibition area where local traders can exhibit/sell their produce.

3.3 Limelight the event organiser are asking for initial 'in kind' support in year one from Brighton and Hove City Council and its partner agencies, as a starting point Limelight have requested the following:

- Free use of Madeira Drive for the duration of the event including set up and break down
- Advanced warning notices for the event and any road closures required
- Police support regarding crowd control
- A Temporary Structures Licence
- Road closures (e.g. TMO and parking bay suspensions)
- Lifeguard support
- Cleansing

However all of the above would be subject to negotiation and final agreement between Brighton & Hove City Council and its partner agencies with final event details being subject to agreement at the December CMM.

3.4 **Event overview**

Limelight will create a new 'must do' triathlon in the UK. Limelight will aim to overcome many of the perceived barriers to triathlon which are typically – swimming in open water, the cost of the event and the amount of equipment required – in the following ways:-

- Create an 'Easy Tri'
 - Options to hire all equipment on.
 - Partner with a wet suit provider to give low cost wet suit hire.
 - Partner with a cycle outlet.
- 'Pick and mix'
 - Possibility to enter just 1/2 of the 3 events.
 - Entry fee is the same no matter how many events you do.
 - Relay option – particularly aimed at the corporate market.
- "Sea Swimming is scary" – overcome this perception by:-
 - Profile attractions of Brighton's sea front and healthy benefits of sea swimming.
 - Partner with RNLI to reinforce safety aspects of swim.
 - Encourage local people to do short programmes through a local swim club.
- "Triathlon is expensive"
 - Will look to create a low cost (but high quality) triathlon entry structure.
 - Through a cycle partner there will be options to hire a bike at the event.
 - Bike doctors would be available around the bike course for puncture repairs.

3.5 **Target audience**

It is anticipated that in year 1 the audience will largely be drawn from London and the South-East but a big emphasis will be put on attracting overseas visitors, particularly from Germany, France, Switzerland and Austria.

3.6 It will also cater for the serious triathlete but will create an event that is especially appealing to new participants – Limelight anticipates the split to be 50/50 existing triathletes/newcomers to triathlon with a focus on the 16 – 34 age range.

3.7 It is proposed that there would be several distances of triathlon on offer, a sprint distance, Olympic distance and relay format. Locations and routes would be agreed in conjunction with Brighton and Hove City Council. The aim would be to keep all road closures to a minimum and work closely with highways to minimise the impact on the City.

3.8 Limelight Sports is the company behind the creation of many of the UK's highest profile grassroots sports and physical activity events and programmes such as Nike Run London, Swimathon, Sainsbury's Sport Relief Mile,

3.9 Limelight Sports is unique in exclusively focusing on the creation and delivery of grassroots sports and physical activity projects. Brighton & Hove City Council have worked with Limelight to deliver three Sport Relief running events on Madeira Drive.

3.10 **Benefits to the City of Brighton & Hove**

Economic Impact - Each triathlete typically travels with an average of 2 people (family, friends etc) and stays for 2 days in the host city of the event. The estimated economic impact: being £1.65m which supports 21.71 FTE's job opportunities. Additionally there is the spend of the event organisers to the local economy e.g. by using local suppliers. Local businesses would be invited to exhibit in the 'event village' helping to promote their local products to a wider UK and international audience

Tourism - The demographic of the participants is very similar to that of visitors to Brighton e.g. from Germany/Switzerland/Austria and France as well as attracting other nations such as the Spanish and Italians. Limelight would work closely with Visit Brighton, the South East Tourism Board and national networks to promote Brighton and to ensure as much coverage as possible for both the city of Brighton & Hove and the event itself.

Brand - The city of Brighton & Hove name/logo would appear on any major communications and on significant race branding. This increases the awareness of Brighton & Hove as an international sporting city and host city of a major event in the fastest growing sport in the UK.

3.11 **Sports Development**

Limelight would work with the council's sports development team to enhance the current programmes e.g. Active for Life and to work with the local athletic, swim and cycle clubs. This partnership could take the form of training programmes throughout the year that build up to the triathlon. The Active People's survey shows that the general trend of people being active is decreasing, so the aim would be to see an up turn in these numbers. Limelight would work with the councils 2012 coordinator looking at volunteering opportunities and also possible leadership schemes.

3.12 The organisers will be required to provide a full event management plan, which is to include:-

- Traffic Management Plan, to focus on public transport to and from the site, road closures, parking suspensions and active management of other road users that may be required as part of the road race elements of the event.
- Cleansing plan, for both the event site and the surrounding area which will be approved and signed off by officers from City Clean in advance of the event taking place.
- Full Risk Assessment including Fire Risk Assessment Plan to be signed off by East Sussex Fire & Rescue.
- Noise Management Plan if there is to be a PA system on site. Detailed noise management plan to be submitted to and approved by officers from the councils Environment Health & Licensing Division.

These plans will be reviewed by the Council and its partner agencies that form the operational event planning group. Should there be any significant safety issues that need addressing then this will be fed through to the City-wide Safety Advisory Group who oversee these major events.

4. **CONSULTATION:**

- 4.1 Subject to in principle agreement being granted to develop this proposal further full consultation will be carried out with statutory partners, ward councillors and residents.

5. **FINANCIAL & OTHER IMPLICATIONS:**

Financial Implications

- 5.1 In accordance with the Outdoor Events Policy, fees are charged for commercial events and any costs incurred are the responsibility of the organiser. A deposit will be held to ensure that the Authority does not incur any costs that cannot be recovered and this deposit would only be released on reinstatement of the area to the satisfaction of the Authority. The organiser would also have to provide evidence of adequate insurance cover.

The fee for this event would be subject to negotiation and will be reported to a future Cabinet Member Meeting.

Finance Officer Consulted: Michelle Herrington Date: 22/8/2011

Legal Implications

- 5.2 The council is able to utilise Madeira Drive as an events venue for up to 28 days a year in accordance with section 77 of the East Sussex Act 1981.
- 5.2.1 The proposal is being put forward in accordance with the Outdoor Events Policy. The policy incorporates relevant considerations in respect of convention rights incorporated by the Human Rights Act 1998. The policy is clear that a balancing act is required between the competing interests of those who attend the events and those who do not wish to attend and consultation is suggested to ensure that this balancing exercise is properly carried out.
- 5.2.2 This is a preliminary report and a further report to a future CMM is proposed. The terms of the agreement with the events organiser and the ongoing consultation process should ensure that the event is properly managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce Principal Solicitor Date: 12/8/2011

Equalities Implications

- 5.3 The Events programme caters for people from all sectors of the community. This event is specifically aimed at young people and adults however the Active People's survey shows that the general trend of people being active is decreasing, so the aim would be to see an up turn in these numbers. The Active People's survey shows that volunteering amongst females and over 55 year olds is increasing so the focus would be on encouraging the younger members of Brighton's population to volunteer.

There would be an emphasis on working with the local sporting clubs in Brighton & Hove and to look at schemes in conjunction with local stakeholders such as the primary care trust, sports college and such centres as the Yellow Wave beach volleyball centre, Brighton and Hove Albion in the Community. This might be in the form of hosting one part of the event, holding training events at their venues or providing easy to access training schemes for all levels of fitness but related to the triathlon.

Sustainability Implications

- 5.4 All events are planned and staged in accordance with the statutory powers and planning obligations set out in the Purple Guide and the council's event policy.
- 5.4.1 The council is committed to managing the risk and environmental impact including waste of all of its activities. Events that are hosted and staged in the

city are reviewed as part of our commitment to continuous improvement and in line with ISO14001 & BS8901 sustainable event management systems.

- 5.4.2 Event organisers will as part of the application process be asked to complete our Sustainable Event Statement SFO4 this gives us an early indication as to how they will manage the environmental impact of staging their event in the city. Under waste, there are five sections to be completed. As both the first council (BHCC) and Limelight as an independent agency to gain the BS8901 certification this would be core to all of the event implementation and stakeholder management. Limelight would assess the event with the aim of getting the event itself BS8901 accredited.

Crime & Disorder Implications

- 5.5 The City Safety Advisory Group has an overview of all the major events that take place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol and good working partnerships between the council and emergency services are in place in the city and close agency working will be integral to both the planning and delivery of this event.
- 5.5.1 Statutory bodies are involved in both the consultation and planning of all major events.

Risk and Opportunity Management Implications

- 5.6 The event will be subject to a full site-specific risk assessment which is signed off by the relevant statutory bodies; other risks are detailed and addressed under sustainable event management.

Corporate / Citywide Implications

- 5.7 It is proposed that the event will take place on Madeira Drive, however another seafront location may be more suitable and this would be explored in more detail during the next stage of planning and reported back as part of the final event detail to a future CMM.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S)

- 6.1 Not applicable.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Landlord's consent is required for the staging of all major events within Brighton & Hove on council-owned sites.

7.1.2 This event is a valuable addition to the sporting events calendar which is part of the 10.11.12 campaign to ensure that the cultural and sporting legacy of the Brighton & Hove Olympiad will:

- Improve the health and wellbeing of the city's residents
- Build and grow the city's cultural and sporting offer
- Deliver economic benefit to the city.

SUPPORTING DOCUMENTATION

Documents in Members' Rooms:

1. None.

Background Documents:

1. Limelight Event Proposal.

