

CULTURE, TOURISM & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

Agenda Item 22
Brighton & Hove City Council

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| Subject: | Brighton & Hove's Programme for 2012 |
| Date of Meeting: | 29 th September 2011 |
| Report of: | Strategic Director: Communities |
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| 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