

# **CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING**

## **Agenda Item 43**

Brighton & Hove City Council

Subject:	Special Events – Madeira Drive Road Closures 2012
Date of Meeting:	6th December 2011
Report of:	Strategic Director : Communities
Contact Officer:	Jayne Babb Tel: 290372
E-mail:	jayne.babb@brighton-hove.gov.uk
Key Decision:	No Forward Plan No. (7 Digit Ref): N/a
Wards Affected:	All

### **FOR GENERAL RELEASE**

#### **1. SUMMARY AND POLICY CONTEXT:**

- 1.1 To set out the proposed programme of special events on Madeira Drive in 2012 and to seek approval of the associated road closures.

#### **2. RECOMMENDATIONS:**

- 2.1 That the Cabinet Member Meeting grants consent for the 2012 programme for special events on Madeira Drive and the associated road closures as listed in Appendix 1.
- 2.2 That the Cabinet Member Meeting authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 That the Cabinet Member Meeting authorises the Strategic Director: Communities after consultation with the Cabinet Member to make any alterations to the events programme as necessary and to approve new applications.

#### **3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 Most of the events listed in Appendix 1 have taken place on Madeira Drive before and retain their traditional place in the events calendar and their usual format.
- 3.2 A new event for 2012 the British Heart Foundation Night Ride is aimed at attracting up to 6000 riders who are expected to finish on the seafront from about 6am. It provides an interesting twist to the mass participation bike rides that visit the city. The event has been granted consent at a previous Cabinet Member Meeting.
- 3.3 Sport Relief features in the calendar of events once again, as part of the UK's biggest year of sport. Brighton & Hove is hosting one of the flagship mile events and all monies raised go to Comic Relief. The event on Madeira Drive will be filmed by the BBC and then feature on the special BBC Mile Show on Sunday 25 March 2012. The event is hoping to attract 8000 participants throughout the day.
- 3.4 The outdoor events programme on Madeira Drive starts with the annual Sussex Beacon Half Marathon in February and concludes with Burning the Clocks in December. Historically Madeira Drive has been recognised as the location for motorised events. In 1896 following the abolishment of the first speed restriction law a celebratory run from London to Brighton was held, In 1905 a proposal was put to the local council to resurface the road with tarmac and for it to be the venue for a motor race week, this race continues today with the annual speed trials. There are other returning motorised events that form part of the 2012 programme. However, the council are encouraging and approving new events that are more diverse, the most recent examples of which are the marathon, the eco car challenge and the British Heart Foundation night ride, all this will help to re-balance the dominance of the traditional car rallies in this location.
- 3.6 Since establishing an outdoor Environmental Management System(EMS) for outdoor events in 2010 all event organisers are asked to tell the council how they intend to improve the environmental impact of staging their event in the city. A standard application form now asks for information on risk management and identifying hazards, community engagement, transport, energy, water use, waste management, air quality and noise etc. A copy of the Sustainability Form 04 (SF04) application form is attached in appendix 1 for information.
- 3.7 Events staged in the city raise the national and regional profile of Brighton and Hove as a location for events and as a destination for visitors to support the £732million visitor economy. The direct economic impact of events staged in the city is largely through hotel; restaurant, event, and retail spend. Economic impact studies have been undertaken by the Marathon organisers and the Veteran Car Run 2010, these events generated 3 million and 1.1 million respectfully.

#### **4. CONSULTATION:**

- 4.1 Consultation has taken place with Ward Councillors (Queen's Park and East Brighton Wards), Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service and NHS Trust. Internally, consultation has taken place with the Seafront Office, Environmental Health & Licensing and Highways.
- 4.2 Comments have been received from partner agencies and ward councillors. There was overall support for the events listed with some matters raised regarding the detail of certain events such as the Brighton Festival outdoor programme. Further consultation will take place with the above people and organisations when event planning and liaison gets underway.

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

- 5.1 Financial Implications:
  - 5.1.1 In accordance with the existing Outdoor Events policy, fees are charged for commercial events and any costs incurred are the responsibility of the organiser. 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.
  - 5.1.2 The income generated from fees charged for commercial events contribute to the costs of the Outdoor Events Team and enables charitable and community events and free public entertainments to be supported at reduced rates or free of charge. The target income for outdoor events in 2012/13 is £213,000 of which approx 45,000 relates to income from events held on Madeira Drive

Finance Officer Consulted: Michelle Herrington

Date: 8/11/2011

- 5.2 Legal Implications:
  - 5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use Madeira Drive for up to 28 days a year in order to facilitate the staging of major outdoor events.

5.2.2 The proposals in this report are made 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.

5.2.3 The terms of the agreements with the event organisers, the ongoing consultation process and the long lead-in periods ensure that the events are safe and well managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce

Date: 8/11/2011

5.3 Equalities Implications:

5.3.1 The 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.

5.4 Sustainability Implications:

5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.

5.4.2 The City council is committed to managing the risk and environmental impact of its activities. Events that are hosted and stage in the city are now reviewed as part of our commitment to continuous improvement and in line with ISO14001 & BS8901 sustainable event management systems EMS. Event organisers will now as part of the application process be required to complete our Sustainable Event Statement SFO4. As part of the monitoring process these forms are reviewed with the organiser to identify areas for improvement as well as highlighting good practice.

5.4.3 In August 2010 the city council's outdoor events team was awarded BS8901. Implementation of the standard will aid the delivery and performance management of the council's outdoor events programme. It will also provide the framework for increasing staff awareness, along with engagement and training on sustainability issues so that outdoor events that are staged in the city are as sustainable as possible.

## 5.5 Crime & Disorder Implications:

5.5.1 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 events.

5.5.2 Where required event specific Safety Advisory Groups can be convened for any major outdoor event taking place in Brighton & Hove that has the potential to attract significantly large numbers of people.

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

## 5.6 Risk and Opportunity Management Implications:

5.6.1 All events will be subject to full site-specific, suitable and sufficient risk assessments.

## 5.7 Corporate / Citywide Implications:

5.7.1 The events programme takes place on Madeira Drive and along the seafront between Brighton Pier and Brighton Marina.

## 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 outdoor events within Brighton & Hove.

7.2 Events continue to form an increasingly significant part of the council's overall tourism strategy and contribution to the city's economy. People experience civic pride and satisfaction when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city and enhance

the reputation and identity of the area, as well as bringing significant economic benefits.

## **SUPPORTING DOCUMENTATION**

Appendices:

1. List of proposed Madeira Drive road closures for 2012.
2. Sustainability Form SF04

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers