

<b>Subject:</b>	<b>Eco Technology Show 2013</b>		
<b>Date of Meeting:</b>	<b>17 October 2012</b>		
<b>Report of:</b>	<b>Strategic Director, Place</b>		
<b>Contact Officers:</b>	<b>Name:</b>	<b>Cheryl Finella &amp; Thurstan Crockett</b>	<b>Tel: Extension</b> <b>1095/2503</b>
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<b>Key Decision:</b>	<b>Yes</b>		
<b>Ward(s) affected:</b>	<b>All</b>		

**FOR GENERAL RELEASE****1. SUMMARY AND POLICY CONTEXT:**

- 1.1 The city will play host to a second annual Eco-Technology Show 14-15 June 2013 in the Brighton Centre. Providing a marketing platform and trade show, to promote the goods and services of eco technology companies and social enterprises in the region, the organisers are seeking the council's support in staging a conference day to raise the profile of the city as a locus of innovation to national and international markets and audiences.

**2. RECOMMENDATIONS:**

That the Environment & Sustainability Committee:

- 2.1 Agrees that the Council will provide up to £10,000 from the Place revenue budget for 2013-14 to enable the conference to be staged;
- 2.2 Instructs the Strategic Director Place to negotiate with Partner organisations to see if further contributions can be identified to support a successful event.

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

- 3.1 The council has a long standing commitment enshrined in the Corporate Plan to support the development of the local eco-technology sector.
- 3.2 In June this year, the council provided c£10k of funding to support the inaugural Eco Technology Show at the Amex Community Stadium. This subsidised smaller local businesses and social enterprises from within the city to exhibit. The event took place over two days and included a family day and conference day. The conference was attended by Energy and Climate Change Minister Greg Barker MP, local MPs and the Leader of the Council. Commercial presentations were also given by local and national businesses and the conference helped to raise the profile of the trade show.

- 3.3 As an inaugural event the show proved to be a significant success:
- Over 100 environmental sector companies exhibiting
  - 800 Companies attending
  - 3000 General Public attending
  - 58% of attendance Brighton and Hove
  - 450k worth of marketing value across over 100 trade and consumer press articles
  - National and local government attendance
  - National spotlight on sustainability initiatives and environmental businesses locally including drawing the attention of the government's Technology Strategy Board.
- 3.4 There were, however, a number of lessons learned from staging the event. Significantly the organisers confirmed that at present it is not possible to charge for the conference day. This reflects both current market conditions for such conferences, the profile of speakers and that the show is still in its infancy on the national and international circuit.
- 3.5 The ambition for 2013 is to significantly step up the profile of the show and the city as a place to show case for environmental business and innovation in technology and community engagement in mitigating and managing the causes and impact of climate change. The proposed injection of greater Council funding for 2013 is intended to facilitate a step change and will reference a number of other initiatives including:
- The economic innovation and export strategy of the Coast to Capital Local Enterprise Partnership;
  - The refresh of the City Economic Strategy;
  - A Technology Strategy Board Future City Bid;
  - Further development of the eco technology sector in the region;
  - The city council's One Planet Living accreditation.
- 3.6 Using funding to draw higher profile speakers, businesses and organisations will raise both the profile of the show and also promote the city as an international conference venue. A launch event for the 2013/14 show was held in Hove on October 4, 2012.

#### **4. COMMUNITY ENGAGEMENT AND CONSULTATION**

- 4.1 The Eco Technology Show organisers have in place a planned series of promotional events over the coming year to ensure widespread support from the local community and business sector.

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

##### Financial Implications:

- 5.1 In order to fund the staging of the Eco-Technology Show at the Brighton Centre, a minimum of £10,000 will need to be found from within the Place revenue budget for 2013-14.

*Finance Officer Consulted: Karen Brookshaw*

*Date: 24/09/2012*

Legal Implications:

- 5.2 There are no legal implications arising from this report.

*Lawyer Consulted: Elizabeth Culbert  
2012*

*Date: 1<sup>st</sup> October*

Equalities Implications:

- 5.3 .None

Sustainability Implications:

- 5.4 The event will contribute significantly to the long term profile of Brighton and Hove as a sustainable city.
- 5.5 The Brighton Centre was selected for the conference this time partly due to its accredited achievements in environmental and sustainable events management. In 2010, the City Council was the first council to achieve joint certification to the International Standard for Environmental Management (ISO 14001) and the new British Standard for Sustainable Events (BS 8901). Event organisers and promoters at council run venues and at events are encouraged and supported to make the most sustainable choice the easiest, meaning less waste, more local food, using local suppliers, and more people travelling by public transport. So the Centre works with event organisers to help them improve the sustainability of their events, and there has been significant investment in the Brighton Centre to reduce energy use, water use and increase recycling.

Business impact

- 5.6 The event will raise both the business profile of the city in the eco-technology sector and it's conference profile.

Crime & Disorder Implications:

- 5.6 None specific.

Risk and Opportunity Management Implications:

- 5.7 The success of the 2012 event bodes well for 2013 but the council and the organisers are proposing to strengthen their advisory governance board.

Public Health Implications:

- 5.8 None specific.

Corporate / Citywide Implications:

- 5.9 The council has an important role in advancing the economic potential of the city.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

- 6.1 There is no obligation on the council to fund.
- 6.2 There are no other comparable alternatives known to the council at present.

**7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 To elevate the profile and reputation of the city, local businesses and knowledge sector in the emerging eco-technology sector.

**SUPPORTING DOCUMENTATION**

**Appendices:**

None.

**Documents in Members' Rooms**

None.

**Background Documents**