

CABINET MEETING

Agenda Item 133

Brighton & Hove City Council

Subject:	White Air Extreme Sports Festival 2009		
Date of Meeting:	18 December 2008		
Report of:	Director of Environment		
Contact Officer:	Name: Ian Taylor	Tel: 292711	
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Key Decision:	No		
Wards Affected:	All	Queens Park & East Brighton	

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To seek landlord's consent to stage White Air Extreme Sports Festival on Brighton & Hove Seafront from 18th – 20th September 2009.
- 1.2 Authorise officers to enter into a formal agreement with the event organisers and to determine conditions of support as appropriate.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet grant landlord's consent to stage White Air Extreme Sports Festival on Madeira Drive, Brighton & Hove Seafront from 18th – 20th September 2009. Reference can be made to appendix two for the exact location on Madeira Drive and adjoining beach.
- 2.2 That the Cabinet authorise officers to enter into formal agreement with the event organisers and to determine conditions of support as appropriate.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 White Air is the largest land and water based extreme sports festival in Europe. It has previously taken place in the Isle of Wight for several years.
- 3.2 In 2007 the event attracted over 500 competitors across 26 sports with 50,000 spectators over the four days.

- 3.3 The event is seeking to move to Brighton & Hove to develop and grow the event. Brighton & Hove offers considerably more bed spaces and improved transport links when compared to the Isle of Wight.
- 3.4 The event includes numerous World and European Championships and open events for all to enter. Sports include wind surfing, kite surfing, jet skis, skateboards, bmx, sailing, canoeing, parkour, frisbee, mountain biking and inline skating.
- 3.5 Alongside the competitive sports there are 'have a go' and introductory sports sessions for members of the public to try these sports. In 2007 there were nearly 5000 sessions taken up by the public. The event would be a valuable addition to the city's sporting calendar and help develop the local London 2012 legacy.
- 3.6 The event will take place from a main village environment with catering, exhibitors and a central music stage. A plan/schematic diagram of the event is attached as appendix one.
- 3.7 The White Air Festival generates an enormous amount of media coverage and public interest. In 2007 White Air was ranked number one with Google when searched for 'Extreme Sports Festivals'.
- 3.8 The Festival attracts a wide range of demographic due to the diversity of sports and music offered. The unique formula fits very well within Brighton & Hove's ethos and its sporting aims and objectives.

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, NHS Trust and the Seafront Traders Association. Internally, consultation has taken place with the Seafront Office, Environmental Health & Licensing and Highways. No objections have been raised.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

- 5.1.1 A contribution of £15,000 towards the staging of the event is being requested from the Events revenue budget, this will be funded from existing Sport & Leisure budgets, there will be no further direct costs to the Council. All restitution costs will be the responsibility of the organiser, either by a held deposit or by signed agreement. All expenses will be settled by the organiser.

- 5.1.2 There will be no impact on Volks Railway, which closes the weekend prior to the event. Any preparation work will take place outside of Volks Railway operating hours.

Finance Officer Consulted: Derek Mansfield Date: 17th November 2008

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 proposal in this report is 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 agreement with the events organiser, the ongoing consultation process and the long lead-in period should ensure that the event is properly managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce Date: 17th November 2008

5.3 Equalities Implications:

The Events programme caters for people from all sectors of the community

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 Work is continuing to establish a set of sustainability guidelines for event organisers. These guidelines will be in place by the time this event comes to Brighton & Hove.

5.5 Crime & Disorder Implications:

- 5.5.1 Safety Advisory Groups have been convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol between the council and emergency services was agreed in 2004 and will be used for this event.

5.5.2 The Police are involved in both the consultation and planning of all major events.

5.6 Risk and Opportunity Management Implications:

5.6.1 The event will be subject to a full site-specific risk assessment.

5.7 Corporate / Citywide Implications

5.7.1 The event takes place on public highway and beach along the seafront.

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.

7.2 White Air is a valuable addition to the events calendar.

SUPPORTING DOCUMENTATION

Appendices:

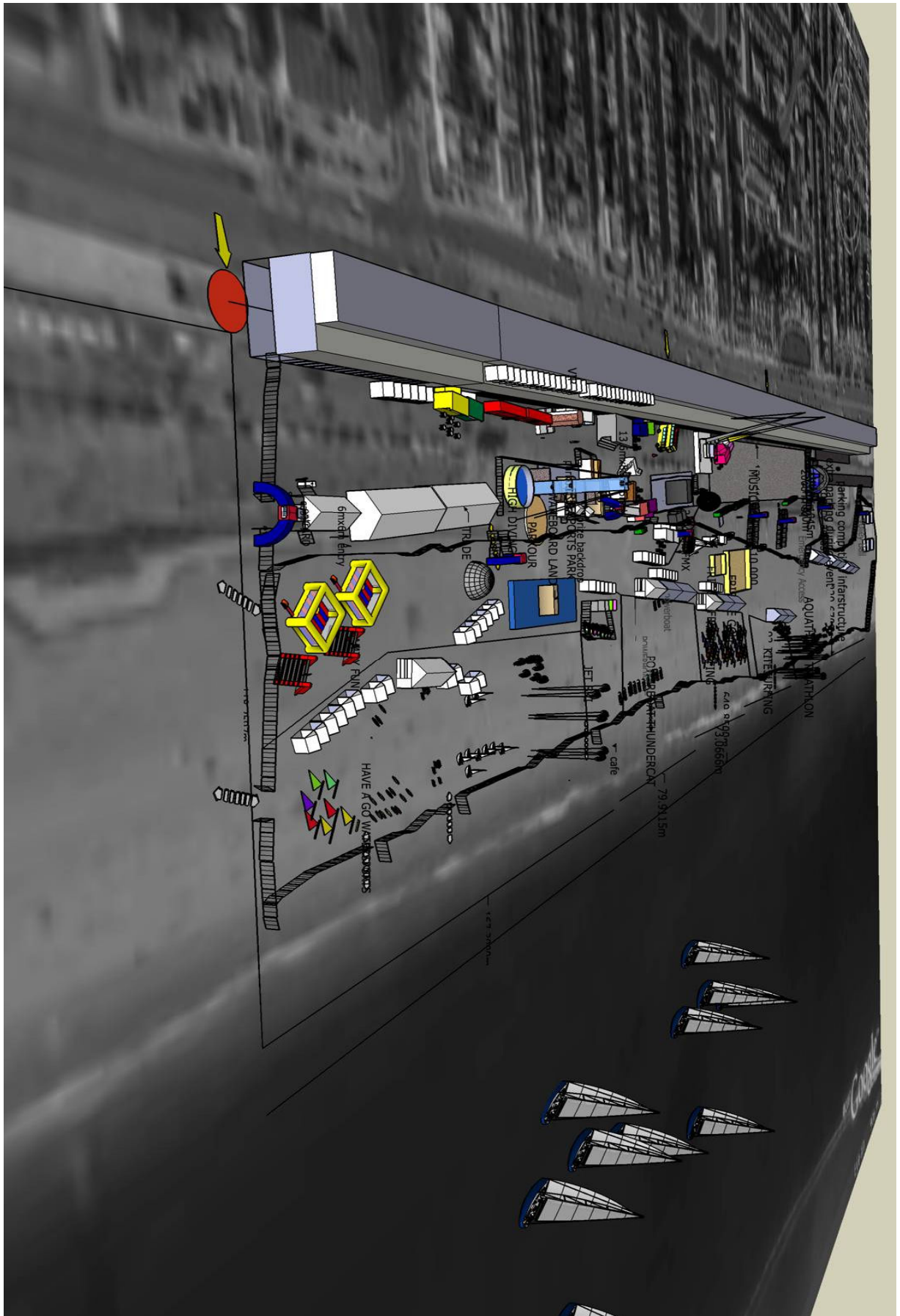
1. Schematic diagram of White Air site layout
2. Overview of site layout

Documents in Members' Rooms

None.

Background Documents

1. Proposal from event organisers



Appendix Two

