

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 68

Brighton & Hove City Council

Subject:	Special Events – Madeira Drive Closures 2009		
Date of Meeting:	20th January 2009		
Report of:	Director of Environment		
Contact Officer:	Ian Taylor	Tel:	292711
	E-mail:	ian.taylor@brighton-hove.gov.uk	
Key Decision:	No		
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 2009 and to seek approval of the associated road closures.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member Meeting grants consent for the 2009 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 Director of Environment after consultation with the Cabinet Member to make any alterations to the events programme as necessary.

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 Big Beach Boutique 5 will be subject to a separate report to Cabinet Members when full details are received from the organisers.
- 3.3 White Air 2009 was subject to a separate Cabinet Meeting on Thursday 18th December 2008 where it gained landlord's consent including road closures.

4. CONSULTATION:

- 4.1 Consultation is taking 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. Any comments received will be provided in a verbal update to the Cabinet Member Meeting.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

- 5.1.1 The level of support given to community events and free public entertainments are financed from income from commercially organised events to produce an overall zero budget, and will be monitored as part of the TBM process. The only contribution from the Authority's Revenue Budget is for the Events Officers' salaries.
- 5.1.2 All major event organisers are required to provide a deposit. This covers the cost of reinstatement, including the removal of litter, should it prove necessary for the council to undertake the work and use its own contractors.

Finance Officer Consulted: Derek Mansfield Date: 10th December 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 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 should ensure that the events are properly managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce Date: 10th December 2008

5.3 Equalities Implications:

- 5.3.1 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 A set of sustainability guidelines will be given to all event organisers to place sustainability high up the agenda when planning for all outdoor events.

5.5 Crime & Disorder Implications:

- 5.5.1 Safety Advisory Groups will be 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 these events in 2009.
- 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 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 2009.

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers