



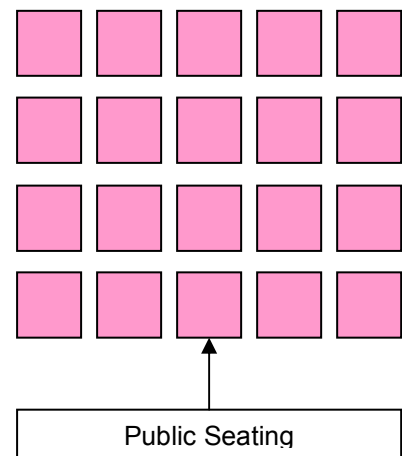
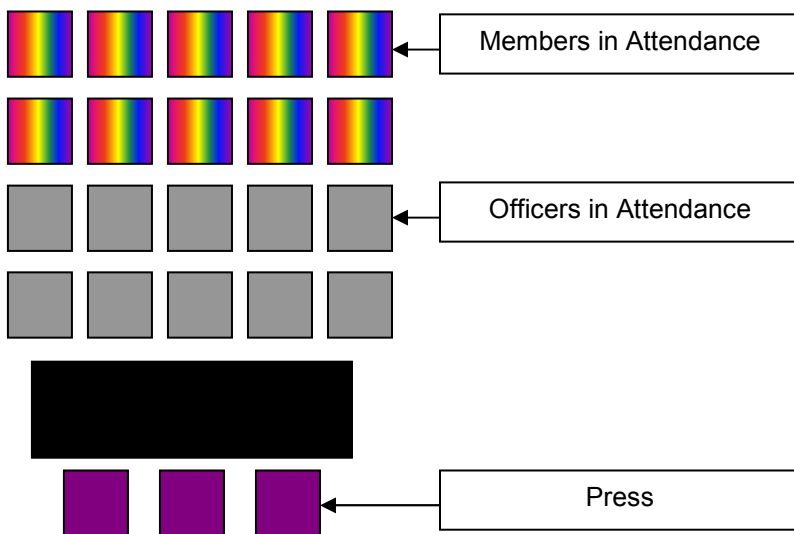
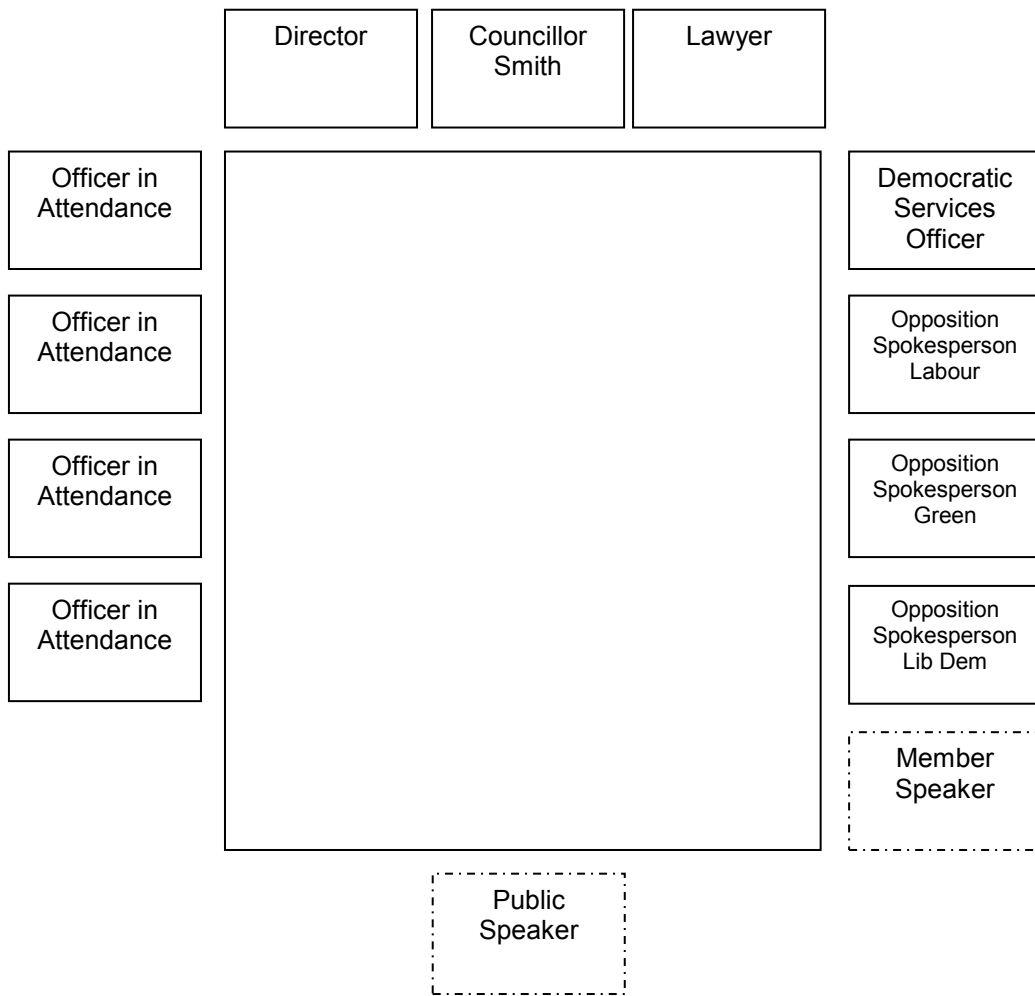
Brighton & Hove
City Council

Cabinet Member Meeting

Title:	Culture, Recreation & Tourism Cabinet Member Meeting
Date:	7 December 2010
Time:	4.00pm
Venue	Committee Room 3, Hove Town Hall
Members:	Councillor: Smith (Cabinet Member)
Contact:	Penny Jennings Democratic Services Officer 01273 291065 penny.jennings@brighton-hove.gov.uk

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Democratic Services: Meeting Layout



AGENDA

29. PROCEDURAL BUSINESS

- (a) Declarations of Interest by all Members present of any personal interests in matters on the agenda, the nature of any interest and whether the Members regard the interest as prejudicial under the terms of the Code of Conduct.
- (b) Exclusion of Press and Public - To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

NOTE: Any item appearing in Part 2 of the Agenda states in its heading either that it is confidential or the category under which the information disclosed in the report is exempt from disclosure and therefore not available to the public.

A list and description of the categories of exempt information is available for public inspection at Brighton and Hove Town Halls.

30. MINUTES OF THE PREVIOUS MEETING

1 - 8

Minutes of the Meeting held on 21 September 2010 (copy attached).

31. CABINET MEMBER'S COMMUNICATIONS

32. ITEMS RESERVED FOR DISCUSSION

- (a) Items reserved by the Cabinet Member
- (b) Items reserved by the Opposition Spokespersons
- (c) Items reserved by Members, with the agreement of the Cabinet Member.

NOTE: Public Questions, Written Questions from Councillors, Petitions, Deputations, Letters from Councillors and Notices of Motion will be reserved automatically.

33. PETITIONS

No petitions received by date of publication.

34. PUBLIC QUESTIONS

(The closing date for receipt of public questions is 12 noon on 30

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

November 2010)

No public questions received by date of publication.

35. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 30 November 2010)

No deputations received by date of publication.

36. LETTERS FROM COUNCILLORS

No letters have been received.

37. WRITTEN QUESTIONS FROM COUNCILLORS

No written questions have been received.

38. NOTICES OF MOTIONS

No Notices of Motion have been received by date of publication.

39. FEES AND CHARGES LIBRARIES

9 - 22

Report of the Strategic Commissioner of Communities (copy attached)

Contact Officer: Sally McMahon Tel: 29-6963

Ward Affected: All Wards;

40. FEES AND CHARGES: VENUES

23 - 32

Report of the Strategic Director of Communities (copy attached)

Contact Officer: Penny Parker Tel: 29-2642

Ward Affected: All Wards;

41. SEAFRONT FEES & CHARGES

33 - 38

Report of the Strategic Director of Communities (copy attached)

Contact Officer: Toni Manuel Tel: 29-0394

*Ward Affected: Queen's Park;
Rottingdean Coastal;
Westbourne;*

42. BEACH CHALET LETTING POLICY PROPOSAL

39 - 50

Report of the Strategic Director of Communities (copy attached)

Contact Officer: Toni Manuel Tel: 29-0394

Ward Affected: All Wards;

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

- 43. PROPOSALS FOR BRIGHTON "O" ATTRACTION ON DALTON'S BASTION SITE, MADEIRA DRIVE** **51 - 56**
- Report of the Strategic Director of Communities (copy attached)
Contact Officer: Toni Manuel *Tel:* 29-0394
Ward Affected: Queen's Park;
- 44. THE FUTURE USE OF WITHDEAN STADIUM** **57 - 62**
- Report of the Strategic Director of Communities (copy attached)
Contact Officer: Toby Kingsbury *Tel:* 29-2701
Ward Affected: Withdean;
- 45. FOREDOWN TOWER: UPDATE** **63 - 68**
- Report of the Strategic Director of Communities (copy attached)
Contact Officer: Janita Bagshawe *Tel:* 29-2840
Ward Affected: Hangleton & Knoll;
- 46. EVENTS PROGRAMME IN PARKS AND OPEN SPACES 2011** **69 - 76**
- Report of the Strategic Director of Communities (copy attached)
Contact Officer: Jayne Babb *Tel:* 29-2730
Ward Affected: All Wards;
- 47. SPECIAL EVENTS REQUIRING CLOSURE OF MADEIRA DRIVE 2011** **77 - 84**
- Report of the Strategic Director of Communities (copy attached)
Contact Officer: Jayne Babb *Tel:* 29-2730
Ward Affected: Queen's Park;

The City Council actively welcomes members of the public and the press to attend its meetings and holds as many of its meetings as possible in public. Provision is also made on the agendas for public questions to committees and details of how questions can be raised can be found on the website and/or on agendas for the meetings.

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For further details and general enquiries about this meeting contact Penny Jennings, (01273 291065, email penny.jennings@brighton-hove.gov.uk) or email democratic.services@brighton-hove.gov.uk

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Date of Publication - Monday, 29 November 2010

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 30

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

4.00pm 21 SEPTEMBER 2010

COMMITTEE ROOM 3, HOVE TOWN HALL

MINUTES

Present: Councillor Smith (Cabinet Member)

Also in attendance: Councillor Davis

PART ONE

14. PROCEDURAL BUSINESS

14a. Declarations of Interests

14.1 There were none.

14b. Exclusion of Press and Public

14.2 In accordance with Section 100A of the Local Government Act 1972 (The Act), the Cabinet Member for Culture, Recreation and Tourism considered whether the press and public should be excluded from the meeting during an item of business to be transacted or the nature of the proceedings, that if members of the press or public were present during that item there would be disclosure to them of confidential information (as defined in Section 100A(3) of the Act).

14.3 **RESOLVED** – That the press and public be not excluded from the meeting.

15. MINUTES OF THE PREVIOUS MEETING

15.1 **RESOLVED** – That the minutes of the Culture, Recreation and Tourism Cabinet Member Meeting held on 15 June 2010 be agreed and signed by the Cabinet Member as a correct record.

16. CABINET MEMBER'S COMMUNICATIONS

Conference Wins

- 16.1 The Cabinet Member explained that enquiry levels received by Visit Brighton had increased by 20% and conversions had increased by around 17%. The following conference wins had been secured in recent months:

Lib Dem Annual Conference (Brighton Centre- Sept 2012 -8000+ delegates);

British Nuclear Medicine Society (Brighton Centre – May 2011 & May 2013 – 1500+ delegates);

British Accounting Association (Brighton Centre – April 2011 – 800 + delegates); and

British Arts Festival Association (Brighton Dome – November 2010 – 300+ delegates).

- 16.2 The Cabinet Member went on to explain that the Visit Brighton sales team had held 5 sales events in the city and a number of enquiries had been received as well as confirmed business from invited clients.

Brighton Centre Improvements

- 16.3 Following release of funding from the Council, the Brighton Centre had been refurbished during the course of the summer. Works carried out had included, the purchase of new flat floor seating, refurbishment of all balcony seats and raised seating and refurbishment of all walls and pillars in the foyer areas creating a cleaner brighter look when entering the venue. In addition a brand new front facing café “Feed”, the Box Office had also been relocated and modernised and would also be in a front facing location; new directional signage had also been installed. These works had been carried out to facilitate retention of and to encourage future conference and other business, by improving the overall customer and delegate experience.

EUROCITIES Awards Nomination

- 16.4 The Cabinet Member noted that the City Council had been nominated as a finalist in the 2010 EUROCITIES Awards alongside Glasgow and Eindhoven. The awards ceremony would take place on 3 November in Zaragoza, Spain.

National & International Travel Media Visits

- 16.5 The Cabinet Member explained that during the preceding 3 months Visit Brighton had hosted media trips from the “Sunday Times Travel Magazine”, the “Independent Newspaper” and “Virgin Blue In-flight Magazine” among others. During September alone, VisitBrighton had hosted over 15 different trade and international travel media in the city. The Cabinet member stated that generating positive media coverage which encouraged visitors to the city was vital to the city's tourism economy.

Time Out Brighton “Shortlist” Guide 2011

- 16.6 The Cabinet Member stated that he was delighted to report that “Time Out” would be producing a full “Brighton” guide book in 2011. The Brighton guide would form part of the “Shortlist” series and indicated the city’s stature as a European city break. VisitBrighton had worked with “Time Out” over a two year period to achieve this outcome

Brighton Centre & Hove Centre Certification S014001/BS8901

- 16.7 It was noted that the city had been awarded with S014001 (International Standards for Environmental Management System) & BS8901 (British Standard Sustainable Event Management System).

Refurbishment of Jubilee Children’s Library

- 16.8 The Cabinet Member explained that the children’s library over the summer, including a lighter, more durable floor covering and the “Wall of a Thousand Stories” art work on the back wall and the stock had been re-arranged so that parents and children could locate books and DVD’s more easily. Popular events, “Dad’s Baby Boogie” sessions and “Homework Clubs” continue to be hosted in the refurbished space. The City’s children’s library services remained one of the top two in the country according to CIPFA satisfaction statistics.

Meridian Tonight Feature on Brighton & Hove Libraries

- 16.9 The Cabinet Member went on to explain that a very positive feature on Brighton & Hove libraries had been shown on “Meridian Tonight” in August. Filming had taken place at Jubilee Library and Hove library where enthusiastic customers had been interviewed regarding the services they were able to access via their local libraries. The Culture Minister Ed Vaizey had also been interviewed and had cited Jubilee Library as a successful modern library catering for the needs of its users. Brighton and Hove City Council Libraries had been bucking the trend of falling visitor numbers with a 66% increase in visits to the cities libraries between 2004 - 2010.

Royal Pavilion & Museums

- 16.10 The Cabinet Member was delighted to be able to report that visitor numbers to the Royal Pavilion had continued to rise. There had been 21,000 additional visitors between April and August which represented a 12% increase on the same period the previous year.

Strange & Familiar Exhibition

- 16.11 “Strange & Familiar Three Views of Brighton” was an exhibition opening at Brighton Museum and Art Gallery from 2 October. It formed part of the Brighton Photo Biennial 2010 a series of shows and events across the city – which would offer visitors the chance to see Brighton & Hove through the eyes of three internationally acclaimed photographers, Stephen Gill, Rinko Kawauchi and Alec Soth.

Picturing Stories & Under 5s Picture and Story Time

16.12 The Cabinet Member explained that the “Picturing Stories” exhibition would open at Hove Museum & Art Gallery. This would be a family friendly exhibition of narrative paintings from the city’s fine art collection which would explore the ways in which visual images could illustrate and inspire storytelling. Museum staff would be working with local schools on related creative arts projects and work would be shown as part of the second part of the exhibition’s run from mid-December to 1 March 2011. The exhibition would also include a series of creative workshops and story telling sessions for pre-schoolers, their parents and carers “Under 5s Picture and Story Time”. This programme was in part a response to the results of the recent consultation on how to improve the family friendliness of Museum’s displays, events and facilities.

Festival Cluster

16.13 The Cabinet Member stated that the cluster of autumn cultural festivals was about to begin with Brighton Photo Biennial, curated by Martin Parr and the Photofringe featuring more than 130 exhibitions launching over the weekend of 1 – 2 October. Brighton Live, the free festival of local bands would launch on 5 October, with the “White Night” event set to take place on 30 October.

17. ITEMS RESERVED FOR DISCUSSION

17.1 RESOLVED - That all items be reserved for discussion.

18. PETITIONS

18.1 There were none.

19. PUBLIC QUESTIONS

19.1 There were none.

20. DEPUTATIONS

20.1 There were none.

21. LETTERS FROM COUNCILLORS

21.1 There were none.

22. WRITTEN QUESTIONS FROM COUNCILLORS

22.1 There were none.

23. NOTICES OF MOTIONS

23.1 There were none.

24. THE VISIT BRIGHTON GREETER SCHEME

- 24.1 The Cabinet Member considered a report of the Acting Director of Housing, Culture and Enterprise setting detailing the first year of operation of the Visit Brighton Greeter scheme since its inception on 2 October 2009.
- 24.2 Councillor Davis welcomed this initiative which sought to enhance visitors' experiences of visiting the City enquiring whether this had resulted in tangible results. The Head of Tourism and Leisure responded that feedback received had been very positive. A number of visitors had responded that to be met and guided around the city by residents who were passionate about the place they lived and had been able to offer advice on such issues as places to visit and eat had enhanced their experience and as a result they intended to visit again.
- 24.3 The scheme had resulted in additional positive publicity for the city as a visitor destination and approaches had been received from others seeking to emulate its success.
- 24.4 **RESOLVED** – That the Cabinet noted the success achieved by the Greeter Scheme one year on and agreed to introduce the "InstaGreeter" pilot.

25. SHAKEDOWN MUSIC EVENT 2011

- 24.1 The Cabinet Member considered a report of the Acting Director of Culture and Enterprise seeking approval for officers to undertake full consultation to stage the Shakedown Music Event at Stanmer Park in 2011.
- 24.2 Councillor Davis enquired whether camping would be permitted on/near the site and referred to the disruption, noise and other nuisance that could result from this. It was explained that mindful of this, the event had been organised to finish at midnight and not to be an overnight/weekend one. The subsequent report to go to Cabinet (as landlord's permission would be required) would include a detailed management plan and would also deal with matters such as waste management and post event cleanup.
- 15.3 **RESOLVED** – (1) That the Cabinet Member gives approval for officers to undertake full consultation to stage the Shakedown Music Event in Stanmer Park, Brighton on Saturday 9 July 2011 between midday and midnight.
- (2) That the Cabinet Member authorises officers to develop with the event organisers to a full Event Management Plan; and
- (3) That the Cabinet Member authorises officers to complete consultation on the event prior to a report being considered by Cabinet seeking landlord's consent for a major event.

26. SUSSEX BEACON HALF MARATHON

- 26.1 The Cabinet Member considered a report of the Acting Director of Environment setting out the proposed programme for the 2011 Sussex Beacon Half Marathon event to take place on 20 February 2011 and to seek landlord's consent for the event to take place.
- 26.2 Councillor Davis enquired regarding arrangements to ensure that disruption to residents was minimised, she also enquired regarding arrangements to ensure they safety of slower runners once the roads were re-opened.
- 26.3 It was explained that the route had been chosen to ensure the optimum safety of runners, the choice of route was dictated in part by the fact that year on year the number of participants had increased, but thought had also been given to the need to minimise disruption to residents and other road users. A minor detour would be made to bus routes and once the roads were re-opened runners would be directed to use the pavements, there would be sufficient numbers of marshalls to ensure this could be effected. The Police had also agreed to provide resources on the day at no cost.
- 26.4 **RESOLVED**—(1) That the Cabinet Member grants consent for the Sussex Beacon Half Marathon to take place o 20 February 2011; and
- (2) That the Cabinet Member authorises officers to enter into formal agreements with the event organisers to determine conditions and levels of support as appropriate.

27. ROYAL PAVILION & MUSEUMS FEES AND CHARGES

- 27.1 The Cabinet Member considered a report of the Acting Director of Culture and Enterprise setting out the proposed changes to fees and charges for admission charges, guiding, commercial hire and image reproduction to assist with business planning.
- 27.2 The Cabinet Member noted that the eastern lawns would be able to be hired for the first time. Councillor Davis enquired whether it was still intended that a ice rink would be set up on the lawns during the winter months. It was explained that discussions were still taking place with the applicants.
- 27.3 Councillor Davis enquired regarding whether the proposed charges would impact on planned improvements to visitor facilities. It was explained that they would be unaffected as external funding was being sought for these works.
- 27.4 **RESOLVED** – (1)That the Cabinet Member approves the changes to charges for admission and guiding for the period Jan 2011 – March 2014, overriding previous price changes to take into account changes to VAT and the price sensitivity of the market.
- (2)That the Cabinet Member approves the proposed prices for commercial hire of the Royal Pavilion & Museum Venues 2011/12; and
- (3) That the Cabinet Member approves charges for image reproduction services September 2010 – March 2012 with immediate effect.

28. ITEMS TO GO FORWARD TO COUNCIL

28.1 There were none.

The meeting concluded at 4.45pm

Signed

Chair

Dated this

day of

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 39

Brighton & Hove City
Council

Subject: *Libraries Fees and Charges*
Date of Meeting: **7 December 2010**
Report of: *Strategic Director of Communities*
Contact Officer: Name: **Sally McMahon** Tel: **29-6963**
E-mail: sally.mcmahon@brighton-hove.gov.uk
Key Decision: No Forward Plan No.
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 Purpose of the report is to agree the fees and charges for Libraries Services for 2011-12.
- 1.2 Under the Corporate Fees and Charges Policy, we are required to carry out an annual review in line with the policy. We are proposing to make only limited changes to fees and charges for the coming year, because substantial changes were made two years ago and to reflect the fact that the current economic position for some residents of the City remains volatile.
- 1.3 The annual increases in income targets for inflation, together with other service pressures, will be met through a mixture of increased income from fees and charges, and improved performance in our room hire and retail offer.
- 1.4 A significant development for the coming year is the introduction of downloading services, including free e-books for loan, free digital audio-book loans, and downloading of music and film. The move to digital services will:
 - expand the range of formats available to our borrowers
 - enable people with visual impairment to have greater access to books with the ability of e-book to vary print display sizes
 - significantly reduce the cost of providing audio-books, so enable us to purchase more titles
 - expand the range of music and films available through the audio-visual subscription service by including downloading as a new option

2. RECOMMENDATIONS:

- 2.1 (1) To agree the Libraries Fees and Charges proposals for 2011-12.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS

- 3.1 As many Library Service charges are only a few pence it is not possible to increase them annually by inflation. Instead, most prices are left unchanged for a number of years until an increase in real prices can be adopted. A range of significant increases above the rate of inflation were introduced in 2008, so we are not proposing many changes for 2011 as they are still fit for purpose.
- 3.2 We are proposing the following changes to Libraries fees and charges:
- 3.2.1 Fines: We are proposing to increase the overdue charge for books returned late by adult borrowers from 15p to 20p per day. The fine rates in the region are generally slightly higher than outside the South East (Bucks have 20p and Milton Keynes 25p fines – 2010 data), and it is possible that other authorities may also have plans to increase charges for next year. (See comparison information in appendix 1) This charge acts as an incentive to borrowers to return their books on time so that they are available for others to borrow. This is particularly important as we have high numbers of reservations which could be more swiftly satisfied if books are brought back on time. There is a maximum charge of £6 per item borrowed, so the fines do not go on accumulating after 30 working days.
- 3.2.2 This charge can be avoided by borrowers if they return their books on time, or contact us by phone or online to renew their items. In order to help people avoid this charge we are introducing a new messaging system (via email) to alert borrowers in advance that their books are due back in a few days time. Fines were at the higher rate of 16p per day in 2005-6, and were reduced in 2006 to 15p to facilitate collection by keeping the amount to round figures. Please note that books borrowed by children or people with learning disabilities do not incur any overdue charges and this will remain in place for 2011.
- 3.2.3 DVDs: We are maintaining the hire cost of premium DVDs at £3.00 for a one week loan, but we are proposing to increase the hire charge for the low price DVDs (older films) from £1.50 to £2.00 for a one week loan. Brighton & Hove Libraries have been one of the few authorities that continue to collect more income on AV hire than we spend on AV items each year, and our issue figures have held steady despite the growth in digital access in this market. We estimate that for every £1 spent we generate £1.27 of income.
- 3.2.4 Inter-library loans: We are proposing to increase the charge for British Library requests and other interlibrary loans that cannot be satisfied through our own stock or that of our SELMS (South East Library Management Systems) partner authorities from £2.50 to £3.50. Out of the 1.3 million issues last year, only 615 were interlibrary loans of this sort, and we only borrow through these channels if we are unable to purchase the item for stock, or if it is a highly expensive or inappropriate addition to our collections. This charge still only covers around 25% of the real cost of supplying this service, and is in line with charges in other authorities (see comparison information in appendix 1)

- 3.2.5 Research fees: We are proposing to increase the charges for research carried out by staff in Libraries and in the Brighton History Centre. Research requests are not carried out when the search is likely to take more than 2 hours to complete. The development of new technologies has meant an increase in the amount of information being requested and also our ability to provide a prompt reply. It has been six years since the fees have been set so a revision is overdue.
- 3.2.6 It is proposed to stop the 10 minute free search and make a proper differentiation between an 'enquiry' and 'research'. Enquiries will still be answered free of charge. The proposed charges will bring the History Centre in line with organisations with similar services within the area. This will put our charges in line with other research services in neighbouring authorities, with our new charges being £20 per hour of research for non-commercial requests, and £40 per hour for commercial requests. (See comparison information in appendix 1).
- 3.3 Commercial Income for Libraries:
Further income will be achieved through improved performance in room hire and retail sales, without putting up prices. Last year we increased our income from these commercial activities and exceeded targets: retail income was £130,591 (target £115,000) and room hire income was £63,140 (target was £59,000).
- 3.4 Comparison Information:
A table showing current Brighton & Hove Library charges in comparisons with other authorities can be seen in appendix 1. These charges reflect the position in March 2010, and it is possible that these authorities may change their charges for next year. Charges in the south east appear to be slightly higher than in authorities in other parts of the country.
- 3.5 New services and maintenance of concessionary rates and exemptions:
We are introducing new services to our borrowers so they can get even better value for money, and maintaining the comprehensive range of concessionary and exemption arrangements for disadvantaged borrowers:
- Introduction of free downloading e-books
 - Introduction of free downloading of audio-books
 - Inclusion of music and film downloading in the audio-visual subscription
 - No charges for children (fines and reservations)
 - Maintaining all of our concessionary and exemption arrangements for those with most need (low income, disability and special needs) – see end of appendix 2 for a full list.
- 3.6 Actions we will take to ensure that we achieve these targets are:
- Promote new downloading services as part of the audio visual subscription ticket, and target new audiences such as commuters
 - Continue to promote the Jubilee Library conference hire facilities which have been exceeding income targets

- Further developing the range of merchandise sold in the Booklover store retail outlet and increasing visitor spend ratio
 - Exploit the flexible space available in Jubilee Library to promote after hours hire of the entire ground floor for prestigious events at premium rates.
- 3.7 The full list of Libraries fees and charges proposed for 2011/12 are attached as appendix 2.

4. VAT Increase:

- 4.1 The increase in VAT in January will have very minimal impact on Libraries as most VAT relates to our retail sales and so will be passed on to customers. Only services such as photocopying, printing and faxes attract VAT and the impact of the increase is estimated to be £560 p.a. based on current usage. It is anticipated that this can be covered within existing income levels.

5. CONSULTATION

- 5.1 Market research comparing our charges with other library authorities or other similar service providers has taken place.

6. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

The overall income target for the Library Service in 2011/12 is approximately £430k, of which £8k is in respect of inflationary increases. It is anticipated that this target can be achieved and surpassed by a combination of improved performance, the introduction of new services and the proposed increases in fees. It is estimated that these measures will generate additional income in the region of £60k which would be used to offset unavoidable increases in costs elsewhere within the Library service.

Finance Officer Consulted: Michelle Herrington Date: 12 Nov 2010

Legal Implications:

There are no direct legal implications arising from the contents of this report. The Council must take the Human Rights Act 1998 into account in respect of it's actions and it is not considered that any individual's or groups' Human Rights would be adversely affected by the recommendation or contents of this report.

Lawyer Consulted: Bob Bruce Principal Solicitor Date: 9 Nov 2010

Equalities Implications:

- 6.1 The increases in Libraries fees and charges are off-set by the provision of concessionary and exemption rates for those in most need.

Sustainability Implications:

Sustainable Consumption and Production: The introduction of e-books and other downloading services will move some library usage over to more sustainable electronic formats.

Climate Change and Energy: No implications.

Natural Resource Protection and Environmental Enhancement: No implications.

Sustainable Communities: The holding of most of the Libraries fees and charges at the current level, and the maintenance of concessionary and exemption rates will enable more people to make use of Libraries facilities and services, and so contribute to the development of more sustainable communities.

Crime & Disorder Implications:

- 6.2 There are no crime and disorder implications.

Risk and Opportunity Management Implications:

- 6.3 There is a risk that the income targets for next year will not be met. This is mitigated by the plans set in place to stimulate more income through existing sources. There is an opportunity to increase income from the promotion of the new downloading services to new target audiences.

Corporate / Citywide Implications:

- 6.4 The proposals support the corporate priority to **'Reducing inequality by increasing opportunity'**. The holding of most Libraries fees and charges at the current level will enable more people, especially those most disadvantaged, to make use of Libraries services, as we are one of the few leisure and learning services that can be used at low cost or for free. Overall, the fees and charges support children and young people through the provision of mainly free services to children (no overdue charges, free special services such as Baby Boogie, Homework clubs, etc). Provision of concessionary rates for disabled people and those on low incomes, special provision for people with learning disabilities, and discount cards for people aged 60 and over, all target support for the most vulnerable in our society.

7. EVALUATION OF ANY ALTERNATIVE OPTION(S):

None considered.

8. REASONS FOR REPORT RECOMMENDATIONS

- 8.1 To set appropriate fees and charges for Libraries Services in order to meet the increased income targets resulting from inflation and service pressures.

SUPPORTING DOCUMENTATION

1. Appendices:

1. Comparison authority charges
2. Libraries Fees and Charges proposed

2. Documents In Members' Rooms
None

3. Background Documents
None

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 39

Brighton & Hove City
Council

Appendix 1: Comparisons with other authorities

- Information obtained via SINTO* 2010
- DVD hire length varies between 2/3/7 days
- British Library reservation charge listed separately where known
- ? means SINTO has no information

Neighbouring authorities			
Authority	Adult fines	DVD hire	BL reservation
Brighton & Hove	15p	£3.00/£1.50	£2.50
East Sussex	17p	£3.00	£2.50
West Sussex	17p	£3.00/£2.25	£4.00
Surrey	13p	£2.00	?
SELMS consortium			
Authority	Adult fines	DVD hire	BL reservation
Buckinghamshire	20p	£2.20/£1.10	£3.50
Hammersmith & Fulham	15p	£2.00	£5.60
Kent	15p	£2.50/£1.00	£2.00
Medway	17p	£3.50/£2.50	£2.00
Milton Keynes	25p	£2.75	£3.00
West Berkshire	18p	£3.00/£2.00	£5.00
Windsor & M	16p	£2.85/£2.50	£3.00
Wokingham	17p	£2.85	£5.50
CIPFA Comparator group			
Authority	Adult fines	DVD hire	BL reservation
Bournemouth	17p	£3.00/£2.00/£1.50	£2.50
Brent	18p	£2.50	?
Bristol	15p	£3.00/£1.00	£3.00
Derby	15p	£2.50	£2.00/£5.00
Enfield	16p	£2.50/£1.50	£2.00
Hillingdon	15p	£3.00/£1.50	£3.00
Lewisham	10p	£2.50	75p
Middlesborough	12p	£2.70/£1.50	£6.25

Portsmouth	12p	£3.00/£2.00	?
Sheffield	10p	£2.00	£3.00
Southampton	10p	£3.50/£1.00	£2.50
Walsall	12p	£2.50/£1.50	?
Wolverhampton	15p	£1.50	?
York	15p	£2.50/£1.50	£5.00

* SINTO is a Sheffield based information organisation that collects and publishes statistical information on library authorities across the country.

Research Fees:

Research fees	
Current Fees in Brighton & Hove	
Research requests that can be completed in less than 10 mins	Free
Non commercial requests charged per hour or part thereof	£10.00
Commercial request charged per hour or part thereof	£20.00
Proposed	
Enquiries	Free
Non Commercial requests charged per hour or part thereof	£20.00
Commercial requests charged per hour or part thereof	£40.00

Comparable Services	
East Sussex Records Office	
Non Commercial requests charged per hour or part thereof	£20.00
Commercial requests charged per hour or part thereof	£40.00
West Sussex History Centre	
Short research service 30 mins	£15.00
Research per hour	£30.00
Surrey History Centre	
Per 1/2 hour up to 3 hours	£11.75

APPENDIX 2

**LIBRARY SERVICE PROPOSED FEES AND CHARGES
2011-12**

(Proposed changes are highlighted)

SUMMARY OF CHARGES:	Current	Date last changed	Proposed
RESERVATION CHARGES			
Items in stock in Brighton & Hove	50p	2008	50p
Inter-library loans from outside Brighton & Hove	£2.50	2008	£3.50
Inter-library loans from authorities in SELMS Consortium	£2.00	2009	£2.00
Print Disabled card holders – print and talking books	Free	Pre 1997	Free
Print Disabled card holders – all other materials incl AV	Half price	2008	Half price
Exempt card holders (people with learning disabilities) – All materials	Half price	2008	Free
Concessionary Card Holders	Half price	Pre 1997	Half price
LOST ITEMS - CHARGES			
Books and other resources (all members)	Replacement cost	Pre 1997	Replacement cost
Computer ticket replacement (all members)	£1.00	Pre 2000	£1.00
TALKING BOOKS CHARGES			
Spoken word recordings (abridged editions) Single Issue Fee per 3 week loan	80p	Pre 2000	80p
Spoken word recordings (unabridged editions) Single Issue Fee per 3 week loan	£1.50	Pre 2000	£1.50
Spoken word loans to Print Disabled card holders	Free	Pre 1997	Free
Spoken word loans to Exempt card holders (people with learning disabilities)	Free	Pre 1997	Free
Spoken word loans to Concessionary card holders	Half price	Pre 1997	Half price
Language courses per 3 weeks (all members)	£2.00	Pre 2000	£2.00
AUDIO VISUAL AND MUSIC CHARGES			

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Annual Subscription (enabling free CD loan and half price DVDs)	£30.00	2008	£30.00
Quarterly subscription (enabling free CD loan and half price DVDs)	£10.00	2008	£10.00
Music recordings Single Issue Fee for one week loan	£1.00	2008	£1.00
Scores per set – per month	£5.00	2002	£5.00
Video loans to adults per week	£1.00	2008	£1.00
Videos loans to children per week	£1.00	2008	£1.00
DVD loans to adults – Hire charge per week for premium films	£3.00	2008	£3.00
DVD loans to adults – Hire charge per week for other DVDs	£1.50	2008	£2.00
DVD loans to children – Hire charge per week	£1.50	2008	£1.50
All audio-visual loans to print disabled and concessionary card holders	Half price	2008	Half price
All audio-visual loans to Exempt Card Holders (people with learning disabilities)	Free	2009	Free
OVERDUE CHARGES	Current		Proposed
Books on loan to adults - overdue charge per book per day with maximum charge of £6 per loan	15p	2008	20p
Books on loan to children - overdue charge per day	No charge	2008	No charge
Videos on loan to adults and children - overdue charge per video per day	20p	2001	20p
Music CDs on loan to adults - overdue charge per CD per day – (all members)	20p	2008	20p
Toys - overdue charge per day	No charge	2008	No charge
DVDs on loan to adults – overdue charge per day – (all members)	60p	2008	60p
DVDs on loan to children – overdue charge per day	30p	2005	30p
Books and talking books on loan to print disabled card holders – overdue charges	Free	Pre 1997	Free
All loans, including loans of audio-visual material, to Exempt card holders (people with learning difficulties)	Free	2009	Free
PRINTING, COPYING AND SENDING FAXES			
All charges apply to all library users:			
Printing from IT equipment (charge per sheet)-black	10p	2002	10p
Printing from IT equipment (charge per sheet)-colour	50p	2000	50p
Photocopier charges A4 black and white	10p	2000	10p
A3 black and white	15p	2000	15p
A4 colour	£1.00	2000	£1.00
A3 colour	£1.50	2000	£1.50
Reader printer (Jubilee and Hove Libraries) per A4 sheet	50p	2000	50p

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Reader printer (Brighton History Centre) per A4 sheet	80p	2006	80p	
Fax – sending - per page	£1.00	2001	£1.00	
Fax – receiving - per page	10p plus £2 handling charge	2008	10p plus £2 handling charge	
SUMMARY OF FEES FOR ADDITIONAL SERVICES:				
RESEARCH FEES				
Research carried out by Library staff for private individual - flat rate fee per hour, plus any online fees, copying or printing costs.	£10	Pre 2000	£20	
Research carried out by Library staff for business/commercial user - flat rate fee per hour, plus any online fees, copying or printing costs.	£20	2006	£40	
Reader printers - extended use for researchers (per ½ day)	No charge	2008	No charge	
EXHIBITIONS	Current		Proposed	
Jubilee Library – commercial hire – fee per week	£100	2008	£100	
Jubilee Library – community/council hire - fee per week	£50	2008	£50	
Hove Library – fee per week	£20	2008	£20	
Hove Library - Hire of display cabinets – fee per week per cabinet	£10	2008	£10	
Above costs are within core library opening hours. Additional Facilities Management costs apply if access required outside these hours.				
HIRE OF LIBRARY PREMISES				
- Charge per Session (other than Jubilee Library)				
Commercial hire	Morning	£60	2008	£60
	Afternoon	£60	2008	£60
	Evening	£60	2008	£60
Community/council use	Morning	£25	2008	£25
	Afternoon	£25	2008	£25
	Evening	£25	2008	£25
Suitable premises are Hangleton training room, Patcham ICT training room, Coldean ICT room, and Libraries on closed days. Hire cost includes use of all facilities including IT at no extra cost.				
Library reserves right to pass on any additional costs incurred as a result of use, e.g. cleaning.				

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HIRE OF JUBILEE LIBRARY CONFERENCE ROOMS AND LEARNING CENTRE			
Commercial hire – double room - full day	£575	2008	£575
Commercial hire – double room - half day	£380	2008	£380
Commercial hire – large room - full day	£320	2008	£320
Commercial hire – large room - half day	£220	2008	£220
Commercial hire - small room and learning centre - full day	£290	2008	£290
Commercial hire - small room and learning centre - half day	£180	2008	£180
Community/council use double room - full day	£400	2008	£400
Community/council use double room - half day	£290	2008	£290
Community/council use large room - full day	£220	2008	£220
Community/council use large room - half day	£140	2008	£140
Community/council use small room and learning centre - full day	£180	2008	£180
Community/council use small room and learning centre - half day	£110	2008	£110
Evening supplement for all hires per hour	£20	2008	£20
Activity space in children’s library – hire per hour	£25	2008	£25
Library main hall – available for hire	POA		POA
Hire costs (exclusive of V.A.T.) includes use of all facilities including presentation and IT equipment at no extra cost. Above costs are within core library opening hours. Additional Facilities Management costs apply outside these hours.			
MISCELLANEOUS			
Events and activities – while many are provided free to library users, sometimes a small charge is made to help cover costs.	Variable		Variable
Tours of Jubilee Library – (except for Brighton & Hove residents, other library authorities, and some professional colleagues, who will not be charged)	£25	2008	£25
Baby Boogie – charge per buggy regardless of number of Children	£1	2008	Free
IMAGE REQUESTS – SERVICE FEES	See separate list	2006	See separate list
REPRODUCTION CHARGES	See separate list	2006	See separate list

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SUMMARY OF CONCESSIONS AND EXEMPTIONS	
CONCESSIONARY CARD HOLDERS	
Concessionary cards are for people on low income or for people with disabilities . Suitable proof of entitlement is required. (See list of accepted proofs)	
Card holder entitlement:	
Audio-visual materials, talking books, - hire charges	Half price
Reservations – all materials	Half price
All overdue charges	Full price
Language courses – hire charges and overdue charges	Full price
All other fees and charges	Full price
SENIOR CITIZENS DISCOUNT SUBSCRIPTION CARD	
People aged 60 or over can purchase an audio-visual discount card that will entitle them to half price audio-visual loans. Suitable proof of entitlement is required. (See list of accepted proofs)	
Annual or quarterly subscription card entitles holder to: Free CD loans Half price DVD loans (maximum 4 items at any one time)	Half price
PRINT DISABLED CARD HOLDERS	
Print disabled cards are only available for people who cannot use standard print – e.g. people with visual impairment, or people with dyslexia, or those with a physical disability that prevents them holding a book. Suitable proof of entitlement is required. (See list of accepted proofs)	
Card holder entitlement:	
Talking books – issues and overdue charges	Free
Reservations – print and talking books	Free
Reservations – all other materials	Half price
Audio-visual materials – hire	Half

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	price
Audio-visual materials – overdue charges	Full price
Language courses – hire charges and overdue charges	Full price
All other fees and charges	Full price
EXEMPT CARD HOLDERS (PEOPLE WITH LEARNING DISABILITIES)	
Exempt cards are available for adults with learning disabilities, children with learning disabilities and special needs. Suitable proof of entitlement is required. (See list of accepted proofs)	
Card holder entitlement:	
Overdue charges - all materials	Free
Reservations – all materials	Free
Talking books – issues	Free
Audio-visual materials - hire	Free
Language courses – hire charges and overdue charges	Full price
All other fees and charges	Full price

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 40

Brighton & Hove City Council

Subject: Venues Fees & Charges
Date of Meeting: 7th December 2010
Report of: Strategic Director of Communities
Contact Officer: Name: Penny Parker Tel: 292642
E-mail: penny.parker@brighton-hove.gov.uk
Key Decision: No
Wards Affected: All

FOR GENERAL RELEASE/ EXEMPTIONS

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed fees and charges for 2011/12 for the Brighton Centre and Hove Centre.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member approves the Fees and Charges as shown in Appendices 1 (Hove Centre) and 2 (Brighton Centre) in order that they can be incorporated into the 2011/12 Revenue Budget and Venues Business Plan.

In addition, the Cabinet Member is asked to authorise officers to negotiate with each hirer in order to secure the event, maximise revenue to both the service and the economic impact to the city.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The proposed fees and charges for 2011/12 for the Brighton Centre and Hove Centre have been prepared on the basis of achieving the global increase of 2% inflation on income budgets which will automatically be included in the budget block allocation for 2011/12 as a part of the 3 year budget process.
- 3.2 In 2009/10 and the current financial year to date, a culturally and ethnically diverse combination of events has been held in the **Hove Centre** ranging from one day Local and Regional Conferences and Stakeholder Events, Fairs and Auctions, Citizenship Ceremonies, ethnic celebration and Wedding Receptions, Achievement Awards, Blood Donor sessions and Music and Dance events.

In 2009/10, 105 of the events held in the Great Hall & the Banqueting Suite, were classified as local or community based events, and in 2010/11 to date, the Hove Town Hall continues to offer a venue location to individuals and groups who reflect the city's diverse communities. Officers remain flexible in hire fee negotiations with organisers to encourage continued and regular, or repeat bookings.

3.3 During 2010/11 business levels in the Brighton Centre have included:

73 concert & public entertainment events (to date) plus 17 national or international conferences, meetings & trade exhibitions. Conference bookings have attracted delegate numbers of approximately 20,000 representing an economic impact in the region of £47,492,200 (*figures based on VisitBritain Economic Financial Impact study*).

Confirmed bookings for Conferences, Meetings & Trade Exhibitions at the Brighton Centre for 2011/12 currently stand at 18 events representing 90 days of occupancy. There are also unconfirmed bookings in the 2011/12 diary which will further increase the final diary commitments in this area, and therefore the economic impact to the city.

The Cabinet Member should similarly acknowledge the impact the work on improving areas within the Brighton Centre has already had on persuading clients to confirm events and business in both 2011/12 and beyond. This trend will continue as more work is done around the venue to improve client and customer satisfaction.

In addition, audited and evaluated in October 2010, the Brighton Centre and Hove Centre are the first venues to achieve ¹ISO14001 (International Standard) and ²BS8901 (British Standard) combined certification. This achievement has generated positive publicity and a new marketing tool for the venues whereby they can offer clients the support to implement sustainability into event organisation, a criteria becoming more and more relevant within current market trends.

¹ISO 14001 is an international standard specification for an EMS. It allows an organisation to take a systematic approach to the evaluation of how its activities, products and services interact with the environment and to control those activities to ensure that established environmental objectives and target are met.

² BS 8901 is the new British Standard (September 2009) which has been developed specifically for the events industry with a purpose of helping the industry to operate in a more sustainable manner. The standard defines the requirements for a sustainability event management system to ensure an enduring and balanced approach to economic activity, environmental responsibility and social progress relating to events. It requires organisations to identify and understand the effects that their activities have on the environment, on society and on the economy both within the organisation and the wider economy; and put measures in place to minimise the negative effects.

- 3.4 The factors which Officers will consider when involved in negotiations include:
- a) Competitive environment
 - b) Client history
 - c) Stakeholder impact
 - d) Diary availability
 - e) Related income in terms of services and resources within the venues and city wide
 - f) Knowledge of market trends and industry developments.

4. CONSULTATION

- 4.1 Full assessment of customer satisfaction occurs with each and every event organiser and the assessment includes the quality of service and value for money, of which the cost of room hire is a factor.

Comparative research is undertaken in terms of the venue fees of competitors locally and nationally. This is done through independent study and collective comparative work via the NAA (National Areas Association) and the AIPC (International Association of Congress Centres), professional bodies to which the venues belong. Officers have the opportunity to attend national meetings and work around Best Practice, industry standards and legislation is undertaken.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

The 2011/12 room hire income targets for the Brighton Centre and the Hove Centre are £670k and £255k respectively. In addition to this, there are other income streams, mainly from entertainment events which are agreed by negotiation. The overall income targets for these venues are in excess of £2m (excluding Civic Hire charges) for the Brighton Centre and in the region of £370,000 for the Hove Centre. There are measures in place to improve income levels which include improved facilities and options/choices for customers. It is anticipated that these measures combined with the recommended increase in fees and charges will enable the venues to achieve their income targets in 2011/12

Finance Officer Consulted: Michelle Herrington Date: 18/11/10

Legal Implications:

There are no direct legal implications arising from the contents of this report. The Council must take Human Rights Act 1998 into account in respect of it's actions, but it is not considered that any individual's Human Rights would be adversely affected by the recommendation or contents of this report.

Lawyer Consulted: Bob Bruce Date: 8/11/10

Equalities Implications:

Concessionary rates for both weekday and weekend bookings apply at The Hove Centre for registered charities locally based non-profit making organisations and local community groups.

An Equalities Impact Assessment for the Venues was completed in 2009 and helps guide decision making, business planning and operations.

Organisers of events requiring authentic ethnic catering can be permitted to use the Kitchens and can be exempt from the requirement to use the venues appointed caterer. In addition, and where appropriate based on attendance figures, the appointed caterer may waiver their manifest as sole catering provider at Hove Town Hall.

Sustainability Implications:

- 5.2 There are no sustainability implications arising from the proposals in this report.

Crime & Disorder Implications:

- 5.3 There are no crime and disorder implications arising from the proposals in this report.

Risk and Opportunity Management Implications:

- 5.4 Risk implications are largely based around the price sensitivity of clients and the wider competitive environment. However it is believed that the market can bear these increased costs while the venues continue to focus to on continuously improving the overall value for money.

Corporate / Citywide Implications:

- 5.5 Conferences, meetings, events and concerts bring approximately £732m of tourism and visitor revenue to Brighton & Hove's economy and the Brighton Centre and Hove Centre are central to this revenue in terms of the facilities and services they offer.

Contributing to the success and financial stability of a vast range of local business and services such as hotels, B&Bs, restaurants, transport and retail outlets, the successful utilisation of the venues sustains some 14,000 local jobs.

The venues' diverse programme of events similarly underpins the city's reputation as a vibrant and cultural city destination for both tourism and business.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 None considered.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To meet the income and savings targets for 2011/12.

SUPPORTING DOCUMENTATION

Appendices:

1. Proposed Fees and Charges for the Brighton Centre 2011/12
2. Proposed Fees and Charges for the Hove Centre for 2011/12

Documents in Members' Rooms

1. None

Background Documents

1. None

ROOM HIRE CHARGES (PER DAY) HOVE TOWN HALL					
Normal Working Day : 0800am – 1800pm					
Location		1 April 2010 - 31 March 2011	Plus 2%	1 April 2011 - 31 March 2012	% diff. between 10/11 & 11/12
GREAT HALL (All Day)					
* Weekday	£	1,147.00	£	1,170.00	2.0
* Saturday / Sunday	£	1,282.00	£	1,308.00	2.0
Concession Weekday	£	909.50	£	928.00	2.0
Concession Weekend	£	1,023.00	£	1,043.45	2.0
BANQUETING SUITE (All Day)					
* Weekday	£	878.50	£	896.00	2.0
* Saturday / Sunday	£	997.00	£	1,016.95	2.0
Concession Weekday	£	703.00	£	717.00	2.0
Concession Weekend	£	796.00	£	812.00	2.0
BANQUETING ROOM (All Day)					
* Weekday	£	790.50	£	807.00	2.0
* Saturday / Sunday	£	950.50	£	970.00	2.0
Concession Weekday	£	635.50	£	649.00	2.1
Concession Weekend	£	760.00	£	776.00	2.1
RECEPTION ROOM (All Day)					
* Weekday	£	268.50	£	274.00	2.0
* Saturday / Sunday	£	268.50	£	274.00	2.0
Concession	£	139.50	£	143.00	2.4
COUNCIL CHAMBER (Internal)					
* Weekday	£	444.50	£	454.00	2.1
* Saturday / Sunday	£	444.50	£	454.00	2.1
Concession	£	444.50	£	454.00	2.1
IT ROOM					
* Weekday	£	1,251.00	£	1,276.00	2.0
* Saturday / Sunday	£	1,251.00	£	1,276.00	2.0
Concession	£	1,251.00	£	1,276.00	2.0
COMMITTEE ROOMS (All Day)					
* Weekday	£	139.50	£	142.50	2.1
* Saturday / Sunday	£	175.50	£	179.00	2.0
Concession	£	114.00	£	117.00	2.6
COMMITTEE ROOMS (per session)					
* Weekday 9-12 1-5 6-10	£	70.25	£	72.00	2.4
* Saturday / Sunday	£	89.00	£	91.00	2.2
Concession	£	57.00	£	59.00	3.4
CLOAKROOM					
	£	63.00	£	65.00	3.1
MERCHANDISE					
	£	139.50	£	142.00	1.8
AFTER MIDNIGHT HOURLY - Great Hall only					
	£	170.50	£	174.00	2.0
MAIN KITCHEN Domestic					
	£	181.00	£	185.00	2.2
MAIN KITCHEN Commercial					
	£	289.50	£	296.00	2.2
SERVERY					
	£	59.00	£	61.00	3.3
BOX OFFICE SET UP FEE					
	£	284.00	£	290.00	2.1
STEWARDING per hr + VAT					
	£	8.25	£	8.50	2.9
STEWARDING - per hr + VAT Sundays/aftermidnight and Bank					
	£	12.40	£	12.65	2.0
SECURITY - per hr + VAT					
	£	16.20	£	16.55	2.1

ROOM HIRE CHARGES (PER DAY) BRIGHTON CENTRE					
Normal Working Day : 0800am – 1800pm			NETT PRICE		NETT PRICE
Location			1 April 2010 - 31 March 2011	Plus 2%	1 April 2011 - 31 March 2012
					% diff. between 10/11 & 11/12
Auditorium 1					
* Open Days			£ 7,710.00		£ 7,865.00 2.0
* Prep / Clearing Days			£ 5,110.00		£ 5,212.00 2.0
Per hour charge after 1800pm					
* 1800pm - 0100am			£ 395.00		£ 403.00 2.0
* 0100am - 0800pm			£ 495.00		£ 505.00 2.0
Auditorium 2					
* Open Days			£ 2,700.00		£ 2,754.00 2.0
* Prep / Clearing Days			£ 1,830.00		£ 1,867.00 2.0
Per hour charge after 1800pm					
* 1800pm - 0100am			£ 180.00		£ 184.00 2.2
* 0100am - 0800pm			£ 215.00		£ 220.00 2.3
Syndicate 1&2					
* Open Days			£ 1,830.00		£ 1,867.00 2.0
* Prep / Clearing Days			£ 1,150.00		£ 1,173.00 2.0
Syndicate 3&4					
* Open Days			£ 1,830.00		£ 1,867.00 2.0
* Prep / Clearing Days			£ 1,150.00		£ 1,173.00 2.0
MASS MEDIA AREA					
* Open Days			£ 1,435.00		£ 1,464.00 2.0
* Prep / Clearing Days			£ 970.00		£ 990.00 2.1
Meeting Rooms/Office 6-8					
Meeting Room 8			£ 220.00		£ 225.00 2.3
Office 7			£ 145.00		£ 148.00 2.1
Meeting Room 6			£ 220.00		£ 225.00 2.3
Entire Suite					
* Per day upto 4 days			£ 530.00		£ 541.00 2.1
* Per day for additional days			£ 265.00		£ 270.00 1.9
Meeting Rooms/Office 3-5					
Meeting Room 3			£ 605.00		£ 618.00 2.1
Office 4			£ 220.00		£ 225.00 2.3
Meeting Room 5			£ 435.00		£ 444.00 2.1
Entire Suite					
* Per day upto 4 days			£ 635.00		£ 648.00 2.0
* Per day for additional days			£ 280.00		£ 286.00 2.1
Office 2			£ 220.00		£ 225.00 2.3
TEMP BANK			£ 185.00		£ 189.00 2.2
Meeting Room 15			£ 215.00		£ 220.00 2.3
Meeting Room 1					
* Open Days			£ 1,095.00		£ 1,117.00 2.0
* Prep / Clearing Days			£ 750.00		£ 765.00 2.0
The Restaurant			£ 870.00		£ 888.00 2.1
FOYER DISPLAY AREAS					
* Open Days per m2			£ 10.20		£ 10.45 2.5
* Prep / Clearing per m2			£ 8.80		£ 9.00 2.3
VIP Suites					
* Per Box			£ 115.00		£ 118.00 2.6
MEZZANINE BARS					
			£ 520.00		£ 531.00 2.1
Meeting Rooms/Offices 9-13					
			£ 560.00		£ 571.00 2.0
Meeting Room 14					
			£ 220.00		£ 225.00 2.3
Stewards			£ 8.12		£ 8.30 2.2
First Aid			£ 15.55		£ 15.90 2.3

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 40

Brighton & Hove City
Council

Subject: *Seafront Fees and Charges*
Date of Meeting: 7th December 2010
Report of: *Strategic Director of Communities*
Contact Officer: Name: *Toni Manuel* Tel: 29-0394
E-mail: Toni.manuel@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 rent increase to the annual ground rent for beach huts along Hove seafront and for fishing lockers and boat licenses on both Brighton and Hove beaches.
- 1.2 To set out the fees and charges to passengers using Volks Railway.
- 1.3 To set out the charges made to organisers of outdoor events

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member for Culture, Recreation and Tourism agrees the fees and charges as set out in this report.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

Beach Huts

- 3.1 Beach huts are wooden and owned by members of the public who pay an annual fee to keep their hut on Hove Promenade. This is done using a licence agreement, which is renewable on 1st April each year
- 3.2 The beach huts are an extremely popular and sought after leisure facility which command prices well in excess of their construction value when placed on the open market by their owners. There are approximately 460 beach huts for which the current rent is £283.33 incl VAT per annum. It is proposed that the rental is increased to £295.15 (incl VAT at 20%) per annum.

3.3 Proposed charges for Beach Hut

	Existing Charge £ inc VAT (17.5%)	Proposed Charge £ inc VAT (20%)	Percentage Change
Beach Huts Hove Prom	283.33	295.15	2%

Fishing Lockers/Boat Licences

3.4 There are a number of fishing lockers and boat lockers on the beach at both Madeira Drive and Hove seafront. Lockers and boat licences are issued each year to registered keepers. The various fees and charges are indicated below.

	Existing Charge £ inc VAT (17.5%)	Proposed Charge rounded up to 50p £ inc VAT (20%)	% Change
Winch or Capstan Site	22.50	23.50	2%
Beaching Permit for pleasure/sailing/rowing boat	30.00	31.50	2%
Beach Lock Site – small (self build)	22.50	23.50	2%
Beach Lock Site – large (self build)	45.00	47.00	2%
Beach Locker – (locker owned by council)	75.00	78.50	2%
Beach Volleyball (hire fee per court)	20.50	21.50	2%
Beach Basketball Court	Free	Free	0%

Volks Railway

3.5 This year it is proposed to increase the fees for the coming season 2011/12 by 2% in line with other increases. In order to keep flexibility for special events it is proposed to keep the special event rate at £1. Details of the Volks Railway charges are detailed below.

	Existing Charge 2010/11	Proposed Charge 2011/12 rounded up to 10p	% Change
FULL JOURNEY			

Adult -Single - Day return	1.80	£1.90	2%
	2.80	£3.00	2%
Child - Single - Day Return	0.90	£1.00	2%
	1.40	£1.50	2%
Senior Citizen - Single - Day return	1.10	£1.20	2%
	1.80	£1.90	2%
Family Ticket - Single - Day return	3.80	£4.00	2%
	6.40	£6.70	2%
Group Booking: Day return (each) - Adult - Child	2.10	£2.20	2%
	1.10	£1.20	2%
HALF WAY STATION: PETER PAN			
Adult - Single - Day return	1.00	£1.10	2%
	1.80	£1.90	2%
Child - Single - Day return	0.50	£0.60	2%
	0.80	£0.90	2%
Special	1.00	£1.00	0%
Child – to be under the age of 16 years and over 5. Senior Citizen – to be 60 years or over. Family Ticket – up to 5 people of which no more than 2 shall be over the age of 14. Group Booking – coach/school parties of 10 or more. VAT – All proposed charges are inclusive of VAT (20%) where applicable.			

Fees and Charges Outdoor Events

- 3.6 Outdoor events are seen as a way of stimulating tourism and attracting visitors, enhancing the local economy and contributing positively to the City's profile through press and media coverage. In addition to the economic benefits, at a local level they foster a sense of community and bring local people together. Outdoor events are those which take place in parks, on the highway and on public open spaces within the City. They can be broadly categorized by their size, objectives of the organiser commercial, charitable or community.

The current hire charges exclusive of VAT for Madeira Drive are shown below:

Category of event:	Charge for the hire of Madeira Drive for the financial year 2010/11 £	Proposed Hire Charges 2011/12	Percentage Increase:
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		£	
Commercial	6750	7088	5%
Charitable/Community	2400	2448	2%
Enthusiasts	1350	1377	2%

- 3.7 Associated fees and charges need to be taken into account in relation to the publicity and marketing of events that are held in the city, charges are made for poster sites in various locations across the city. These fees are detailed below.

Advertising Boards	Current Rate	Proposed Rate	Percentage Increase
Per poster per 10 day period	3.38	4.66	2%

- 3.8 Large scale events that are held in parks and open spaces are considered on an individual basis. The rationale on what fees and charges are to applied is set in the Outdoor Events – Charging Policy

4. CONSULTATION

- 4.1 The ability to revise rents is prescribed within the tenancy and licence agreements for each property. Notice of the revised rents is given at least 2 months prior to registered owners and keepers being billed by the Central Collections Team.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The Budget Process Report 2010/11 agreed at Cabinet in July 2009, specified that Fees and Charges are assumed to increase by a standard inflation rate each year, which is 2% for 2011/12. In general the fees and charges proposed in this report reflect the requirement for a 2% increase, and also take into account the new rate of VAT applicable from 1st January 2011.

Finance Officer Consulted: Karen Brookshaw Date: 19/11/10

Legal Implications:

- 5.2 The changes proposed in this report are considered to be reasonable and appropriate and sufficient time has been allowed for giving proper notice of the changes.

Equalities Implications:

- 5.3 The events and services that this report covers caters for people from all sections of the community.

Sustainability Implications:

- 5.4 None in relation to the setting of fees and charges

Crime & Disorder Implications:

- 5.5 None in relation to the setting of fees and charges

Risk and Opportunity Management Implications:

- 5.6 Although it is proposed the fees are being increased there is still huge demand from residents for beach huts and fishing lockers.

Corporate / Citywide Implications:

- 5.7 The services detailed in this report provide a significant number of leisure opportunities for a catchment area that includes the whole city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 None

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Fees and charges for fishing lockers, boats and beach huts are reviewed each year. There is a requirement within the terms of the agreement that is issued to the occupier that two clear months notice is given of proposed increases before they can be passed on and implemented.

SUPPORTING DOCUMENTATION

Appendices:

1. None

Documents In Members' Rooms

1. None

Background Documents

1. None

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 42

Brighton & Hove City
Council

Subject: *Beach Chalet Letting Policy Proposal*
Date of Meeting: *7th December 2010*
Report of: *Strategic Director of Communities*
Contact Officer: Name: *Toni Manuel* **Tel:** *29-0394*
E-mail: *toni.manuel@brighton-hove.gov.uk*
Key Decision: No
Wards Affected: Rottingdean Coastal, Queens Park, Westbourne

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed changes to the current letting policy for beach chalets owned by the council at Ovingdean, Rottingdean, Saltdean, Madeira Drive and Hove Seafront.
- 1.2 To set out the proposed increase in the annual rent levied by the council for the beach chalets at Ovingdean, Rottingdean, Saltdean, Madeira Drive and Hove Seafront.
- 1.3 To set out the proposed new procedure for the beach chalet waiting lists.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member for Culture, Recreation & Tourism approves the introduction of a fixed term tenancy for a period of five years for beach chalets.
- 2.2 That the Cabinet Member for Culture, Recreation & Tourism approves the proposed 10% increase in the annual rent for chalets.
- 2.3 That the Cabinet Member for Culture, Recreation & Tourism approves the new procedure for beach chalet waiting lists.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

Background

- 3.1 There are 105 Chalets on the seafront from Hove to Saltdean in 5 locations which are maintained at considerable cost to the council (see 3.8). There is a waiting list for each set of chalets with around 40 people on each list. There are a total of 113 different people on the various waiting lists. The vast majority of those on the lists are Brighton and Hove residents but there are 7 people who live in East or West Sussex. The lists have been closed since 2003 and some people have been on the lists for over 10 years.
- 3.2 Information is available on the Council's website advising that the waiting list for chalets is currently closed. In the spring and early summer the number of enquiries can rise to several each week. Calls are regularly received from those on the waiting list asking for their position on the list.
- 3.3 The chalets are different to the wooden Beach huts which are located only on Hove seafront. Beach huts are owned by members of the public who pay an annual fee to keep their hut on Hove Promenade. This is done using a licence agreement renewable on 1st April each year. Beach chalets are owned by the council are generally of a brick built construction and are rented on an annual basis.
- 3.4 The Seafront Surveyor receives regular calls from members of the public about the availability of beach chalets and complaints that many chalets appear to be little used even in the height of the summer.
- 3.4 While measures to reopen the waiting list may be unpopular with some existing tenants, it offers the potential for a wider range of residents to benefit from this highly sought after amenity.
- 3.5 The chalets are let by way of a tenancy agreement for an indefinite length of time and subject to an annual rent. They cannot be sold on by the tenant or inherited. The agreements can be determined by either landlord or tenant on two months notice.
- 3.6 The Chalets are of solid or brick built construction in blocks in five locations. In Hove each of the 22 chalets has an electricity and water supply. The chalets on Madeira Drive and in Ovingdean, Rottingdean and Saltdean have a shared water tap only.
- 3.7 The tenants are responsible for the door and interior of the chalet only. The Council are responsible for the structure of each block and regular maintenance is required due to the harsh seafront environment.
- 3.8 In the last 2 years alone the council has spent in excess of £65k on beach chalet maintenance. Further maintenance works are required to ensure the buildings remain safe and dry.
- 3.9 The total rental income for 2010/2011 is £44,927 plus VAT. The annual rent in Hove is £718 including VAT due to the services available. Elsewhere the chalet tenants pay between £419 and £493 on Madeira Drive reflecting the more central location. Tenants are also liable for National Non Domestic Rates (NNDR). This varies by location between £100pa and £200pa however Small Business Rates Relief is currently available and reduces the charges by 50%.

In order to free up the waiting list and increase usage it is proposed to introduce a fixed term tenancy for a period of five years.

Proposal

- 3.10 As the chalets are let on a tenancy for an indefinite length of time this would enable the waiting list to become active again. To enable a phased introduction of this change tenants who have occupied a chalet for more than five years could be given two more years of occupation from April 2011. Tenants who have occupied a chalet for less than 5 years will be allowed to continue for a full 5 year period.

3.11 Thus in April 2013 the majority of chalets will become available for rent and the waiting lists can be reopened. The chalets will then be fully maintained by the Council including the doors (locks will remain the tenant's responsibility).

Charges for 2011 – 2012

3.12 It is suggested that the annual rents are increased by 10% but they would still provide excellent value for money particularly as the council has the main maintenance responsibility.

3.13 A 10% increase in the annual rent for chalets would result in the rent for Hove chalets increasing to £807 including 20% VAT. Based on the same percentage increase, the annual rents in the other locations will be between £470 and £554. The total rental income would increase to £49,420 plus VAT.

3.14 Proposed charges for beach chalets

	Existing Charge £ inc VAT (17.5%)	Proposed Charge £ inc VAT (20%)	Percentage Change
Hove	718.88	807.60	10%
Madeira Drive	493.42	554.35	10%
Saltdean	418.90	470.60	10%
Rottingdean	418.90	470.60	10%
Ovingdean	468.13	525.90	10%

3.15 Even with the proposed increase the chalets still compare favourably in price to those located on neighbouring seafronts. Brighton & Hove chalets have lower rents than those at Southwick, Worthing and Eastbourne.

New Procedure for the waiting list

3.16 Only residents of Brighton & Hove would be permitted on the waiting list.

3.17 There will be a list for each set of chalets however residents will only be able to put their names down on one list.

3.18 Existing tenants who are residents of Brighton & Hove will be permitted to go back on the waiting list when their tenancy expires.

4. CONSULTATION

- 4.1 The ability to serve 2 months notice on a tenant to vacate the premises is prescribed within the tenancy agreement for each chalet.
- 4.2 The ability to revise rents is prescribed within the tenancy agreement for each chalet. Notice of revised rent is given at least two months prior to registered tenants being billed by the Central Collections Team.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The Budget Process Report 2010/11 agreed at Cabinet in July 2009 specified that Fees and Charges are assumed to increase by a standard inflation rate each year, which is 2% for 2011/12. The proposed rent increases would provide an additional income of £4,493 to help offset against the ongoing maintenance costs.

Finance Officer Consulted: Karen Brookshaw Date: 19/11/2010

Legal Implications:

- 5.2 The changes proposed in this report are considered to be reasonable and appropriate and sufficient time has been allowed for giving proper notice of the changes.

Layer Consulted: Bob Bruce Date: 25/11/10

Equalities Implications:

- 5.3 All residents of Brighton & Hove will be eligible to rent a beach chalet.

Sustainability Implications:

- 5.4 None specifically in relation to the new policy or rents.

Crime & Disorder Implications:

- 5.5 None specifically in relation to the new policy or rents.

Risk and Opportunity Management Implications:

- 5.6 While measures to reopen the waiting list may be unpopular with some existing tenants, it offers the potential for a wider range of residents to benefit from this highly sought after amenity.
- 5.7 Although it is proposed to increase the chalet rents there is still huge demand from residents for beach chalets.

Corporate / Citywide Implications:

- 5.7 The beach chalets are available to rent by any Brighton & Hove resident regardless of their location within the city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 None

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 Rents for the chalets are reviewed each year. There is a requirement within the terms of the agreement that is issued to the occupier that two clear months notice is given of proposed increases before they can be passed on and implemented.

7.2 Due to the overwhelming demand for beach chalets and the length of time the waiting list has now been closed a change in policy is required in order to enable the waiting list to become active again.

SUPPORTING DOCUMENTATION

Appendices:

1. Beach Chalet Terms & Conditions

Documents In Members' Rooms

1. None

Background Documents

1. None

**AGREEMENT FOR LICENCE OF BEACH CHALET
(HOVE/MADEIRA DRIVE/OVINGDEAN/ROTTINGDEAN/SALTDEAN)**

THE TERMS AND CONDITIONS HEREINAFTER APPEARING ARE THOSE ON WHICH BRIGHTON & HOVE CITY COUNCIL (HEREINAFTER CALLED "THE COUNCIL") LICENCES & THE LICENSEE NAMED TAKES THE BEACH CHALET SPECIFIED FOR THE PERIOD AND AT THE FEE STATED THEREIN

CHALET NO: [REDACTED] **SITUATED AT:** [REDACTED]

LICENSEE:

Name: [REDACTED]
Address: [REDACTED]
Tel: [REDACTED]
Mob: [REDACTED]
e-mail: [REDACTED]

LENGTH OF LICENCE:

From the [REDACTED] and thereafter until the Licence be determined as provided in the said terms and conditions.

FEE AND HOW TO PAY:

The current fee is £ xxx plus VAT per annum exclusive of all other outgoings such as rates, payable in full on the 1st April each year or monthly in advance by direct debit (the first payment being an apportioned sum) to be made on the date of this agreement. The fee shall be reviewed by the Council annually on the 1st April each year.

CONDITION OF PREMISES:

The chalet was inspected by me, the Licensee before signing this Agreement. It is understood that the premises are taken in their current condition and state of repair. It is further agreed that the chalet will be returned by me in no worse condition than as at this date.

I, the Licensee, hereby accept a Licence of the Chalet for the period at the rent and on the terms and conditions attached which I agree to observe and perform.

Signed _____ **Signed** _____
INSERT TENANTS NAME **INSERT TENANTS NAME**

Signed _____ **DATE:** _____

On behalf of Seafront Estates Surveyor

BEACH CHALET TERMS & CONDITIONS

1. The Licensee shall:-

- (a) Use the chalet only in connection with swimming or other recreational activities on the beach.
- (b) Pay the fee as set out over the page and any increased fee as may be notified to the Licensee at least two months prior to **1st April** in any year.
- (c) Pay the rates and any other outgoings payable in respect of the chalet.
- (d) Carry out any necessary repairs to the doors, door frames, any windows and window frames, together with hinges, locks, bolts and other fastenings of the chalet; replace all cracked or broken panes of glass. Ensure that the chalet is kept secured (when not in use) at all times by padlocks or other types of lock. No later than **1st October each year** and in the first and every following year of the licence paint the exterior of the chalet properly with two coats of good quality oil paint as follows:

Rottingdean, Ovingdean and Saltdean chalets: Walls and doors are the cream shade BS4800 10C31 (known as 'Tusk' from the Albany colour chart).

Madeira Drive chalets: The colour Brighton Blue BS 4800 14C35 (Gloss) or BS 10C31 Gloss (Tusk) is used for the doors.

Hove chalets: Dulux colour BS 4800 14 C39 'Holybush' is the approved colour for the chalets in Hove.

- (e) Keep the interior of the chalet (including the fixtures and fittings) in good repair and condition and when necessary, in the opinion of the Council, paint all the interior parts of the chalet properly with two coats of good quality oil paint.
- (f) Allow the Council entry at all reasonable times for the purposes of:
 - (1) Viewing the state of repair.

- (2) Carrying out repairs or alterations to common parts or in connection with any adjoining premises of the Council.
- (g) Within one calendar month of receiving written notice, or sooner if required, carry out all repairs, decorations and works to the chalet for which the Licensee is liable.
- (h) At all times take reasonable and proper precautions to prevent unauthorised persons from obtaining access to the interior of the chalet.
- (i) At the end of the Licence hand back the chalet in the condition and state of repair set out in these terms and conditions.
- (j) Ensure that he, his family, guests and friends observe and comply with ALL rules, regulations and byelaws from time to time made by the Council for the management of the Western Esplanade and the beach and foreshore.

2. The Licensee shall not:-

- (a) Use the chalet, or allow it to be used, as a place to sleep, or for any illegal or immoral purpose: or act, or allow others to act, in the chalet in a way which may become a nuisance or an annoyance, or be offensive to the Council or to occupiers of neighbouring chalets or to people passing by the Chalet.
- (b) Play, broadcast or amplify music or sound which may be audible outside the chalet or use any amplifying equipment.
- (c) Carry on any trade, business, art or profession in the chalet or use the chalet for storage purposes.
- (d) Make any alterations or addition to the chalet or place on any part of the exterior of the chalet any bill, notice, doorplate, sign or advertisement.

- (e) Do, or allow anyone else to do, anything which may render any increased or
extra premium payable for insuring the chalet against loss or
damage by fire, or
which may make void any such insurance policy.
- (f) Keep any animals in the chalet.
- (g) **This Licence is personal to you and is not capable of being assigned.** However, please note the informal sharing with family and friends is allowed.
3. This Licence may be ended by either party giving the other not less than two
months notice in writing.
4. If the Council wishes to carry out works to or in the vicinity of the chalet the
tenancy may be ended by the Council giving the Licensee not less than 28 days'
notice in writing.
5. On non-payment of the fee for 14 days after it is due, or following a breach of
any of the terms and conditions set out in this document, this Licence shall end.
6. Any notice given by the Council to the Licensee shall be sufficiently served if sent
to or left at the Licensees' last known address, or fixed to the door of the chalet.
Any notice to be given to the Council shall be sent to the Seafront Surveyor,
Brighton & Hove City Council, P O Box 2502, King's House, Grand Avenue,
Hove, BN3 2ST.
7. The Council shall not be responsible for any loss or damage to the chalet or the
Licensee's property or any other property whatsoever as a result of the use of
the chalet.
8. The Council shall at its absolute discretion shut off the water supply during
periods of the year when frost damage may be likely to occur.
9. This agreement is entered into by the Council as freeholders of the chalet and
nothing contained in this agreement shall affect the powers, authorities and

rights of the Council as a local authority or as owners of any other property.

10. The Council may close the said Western Esplanade or the beach and foreshore on such occasions as they may lawfully close the same

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 43

Brighton & Hove City
Council

Subject:	Proposal for Brighton 'O' attraction on Daltons Bastion site, Madeira Drive.		
Date of Meeting:	7th December 2010		
Report of:	<i>Strategic Director for Communities</i>		
Contact Officer:	Name:	<i>Toni Manuel – Seafront Development Manager</i>	Tel: 29-0394
	E-mail:	toni.manuel@brighton-hove.gov.uk	
Key Decision:	No	Forward Plan No. n/a	
Wards Affected:	Queens Park		

FOR GENERAL RELEASE.

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The council has been approached by Paramount Attractions Ltd to erect a big wheel attraction named the 'Brighton O' on the Daltons Bastion site on Madeira Drive. The company previously requested permission to place a wheel on the old paddling pool site on the seafront in advance of the i360 being built there. However, due to concerns on a potential overlap of the two sites the proposal was withdrawn. The new site is currently used for small scale promotional events. The space below is vacant and was previously known as Aladdins amusement arcade.
- 1.2 The purpose of this report is to notify the Cabinet Member of the proposal, to seek in-principle approval for the scheme and permission to proceed with drawing up an agreement between the council and Paramount Attractions Ltd.

2. RECOMMENDATIONS:

That the Cabinet Member for Culture, Recreation and Tourism

- 2.1 approves in principle the proposal from Paramount Attractions Limited ("PAL") for a temporary big wheel attraction to be located on Daltons Bastion site on Madeira Drive (shown on the annexed plan) for a period not to exceed 5 years of operation on the strict understanding that there will be no concurrent operation of the wheel and the i-360;
- 2.2 approves in principle the use of the vacant property underneath Daltons Bastion (shown on the annexed plan) by PAL for a ticket office and ancillary use for the same period as the big wheel attraction;

2.3 authorises officers to complete the necessary documentation between the council and PAL in a form to be agreed by the Strategic Director for Communities in consultation with the Cabinet Member for Culture, Recreation and Tourism; and

2.4 agrees that pending completion of the documentation the lock out arrangement with PAL shall continue.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

3.1 In October 2008 the council was approached by Paramount Attractions Ltd with an outline scheme to erect a big wheel attraction on the old paddling pool site on the seafront. The proposal was for a temporary wheel to operate on the site next to where the i360 is to be built. The idea was that Brighton could benefit from an attraction on the vacant site whilst the i360 was being constructed and would then be removed once the i360 became operational. The proposal was progressed with officers and Paramount to a position whereby a planning application was submitted. However, subsequent concerns were raised over the proximity to the i360 site and Paramount withdrew the application.

3.2 Since then officers have worked closely with Paramount, who have the benefit of an exclusivity/lock out arrangement, to find a site which is acceptable to both parties on which planning permission and landlord consent could be secured. Several sites were considered and discounted however the site now proposed is Daltons Bastion on Madeira Drive (see attached plan). The site is located on the top promenade on the south side of Madeira Drive approximately 150m east of the Brighton Pier. The area is currently used for small scale promotional events but uses are limited due to structural weight restrictions. The property underneath Daltons Bastion is currently vacant but was previously home to the Aladdins amusement arcade.

3.3 The proposal is for a temporary big wheel attraction to be erected on Daltons Bastion. The vacant property below would also be leased to Paramount Attractions Ltd and would run coterminous with the agreement for the wheel. This area would house some of the plant required to operate the wheel. The property would also be used as a ticket office and merchandise shop. The wheel will only become operational if the i-360 is not operational and Paramount will bear the risk of when the i-360 does become operational, as when that occurs the wheel will be dismantled and the Paramount lease(s) terminated. PAL will have therefore have the option of withdrawing from the agreement if it appears to them that the i-360 will become operational within two years of PAL having a satisfactory planning permission for the wheel (see paragraph 5.3).

3.4 During the period of lease negotiations a review will be undertaken of all aspects of the proposal to provide reassurance to the council on the viability and suitability of the project.

- 3.5 The style and dimensions of the wheel will be reviewed in relation to the wheel which was proposed in the original planning application. Information on the designers and constructors of the wheel will also be explored. Although a private venture the council will play a key role in agreeing the final look and size of the wheel and ultimately the impact the attraction will have on the seafront.
- 3.6 There will be no cost to the council from this project which is funded entirely through private investment. The business plan provided by Paramount will be scrutinised and consideration will be given to the financial contribution to the council.
- 3.7 An assessment will be carried out on the delivery programme detailing key stages and timescales from approval to beginning of operations.
- 3.8 Brighton Seafront receives approximately 8 million visitors each year and an attraction such as this will only help to sustain those visits. The proposal would see a vacant property refurbished and bought back into use in an area that has traditionally lacked the footfall experienced on the busy lower promenade between the piers. The Daltons Bastion site would also undergo major structural reinforcement works which would benefit the council in the long term as the site would be subject to fewer restrictions on use.
- 3.9 In summary all appropriate information will be explored in order to gain assurance on the integrity of the design, business plan and development programme to ensure the project is delivered successfully and without risk to the council.

3.10 **Chronology of key events:**

October 2008	Initial approach from Paramount Attractions Ltd.
July 2009	Paramount present draft proposal for Brighton 'O' on old paddling pool site.
September 2009	Paramount submit planning application for old paddling pool site.
October 2009	Concerns raised over proposed location of Brighton O.
February 2010	Paramount withdraw planning application.
Feb - Aug 2010	Paramount work with Officers to find alternative site.

4. CONSULTATION

- 4.1 Internal consultation has taken place with the Seafront, Planning, Tourism, Major Projects, Legal Services and Highway Engineering Teams.

- 4.2 Public consultation will be carried out as part of the Planning Application process.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The financial interests of the council will be protected by a detailed review of the information as set out in paragraphs 3.4 to 3.8 in the body of the report to be provided by Paramount. It is also important in both economic development and financial terms that the operation of the Brighton O does not adversely impact upon the viability of the i360 hence the recommendation that there is no overlap between the running of both attractions. The council will also need to negotiate an appropriate rental agreement in return for the lease during the review period.

Finance Officer Consulted: Mark Ireland

Date: 15/11/10

Legal Implications:

Whilst there have been detailed discussions with Paramount's lawyers about the proposed form of the documentation, at the time of writing this report these are under review and the recommendation is therefore that the Cabinet Member gives an in principle decision and that the final form thereof is signed off by the Strategic Director for Communities in consultation with the Cabinet Member. Pending the outcome it is recommended that the lock out arrangement continues.

The reference to satisfactory planning permission in paragraph 3.3 of this report is to planning permission for the wheel which is not subject to challenge or potential challenge by reference to a 13 week challenge period and is on terms satisfactory to Paramount and the council.

Lawyer Consulted: Bob Bruce

Date: 10.11.10

Equalities Implications:

- 5.3 Disabled access will be incorporated in the design of the wheel. Further equalities information will be provided by Paramount.

Sustainability Implications:

- 5.4 The wheel can be erected and taken down in a matter of days and can be reused at another location.

Crime & Disorder Implications:

- 5.5 The wheel and ancillary areas will be lit at night and Paramount are to provide 24hr on site security.

Risk and Opportunity Management Implications:

- 5.6 The Brighton O will be a key project in the regeneration of Madeira Drive and will bring with it increased employment opportunities.
- 5.7 The project will be at no cost to the council and the council will benefit from income generated from a lease agreement for the sites. However, it is important in both economic development and financial terms that the operation of the Brighton O does not adversely impact upon the viability of the i360.
- 5.8 The integrity of the design, structure and performance of the wheel is crucial in order that the reputation of the city as a top visitor destination is not compromised.

Corporate / Citywide Implications:

- 5.7 Development of this site on Madeira Drive will benefit both residents and visitors to the city by providing an attraction for all ages. This temporary development will act as a catalyst for further investment along Madeira Drive and will extend the footfall further along the seafront benefiting other seafront businesses in this area.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The council could have looked to market the site for a permanent wheel attraction. However, concurrent operation with the i360 is not considered to be an option as officers do not believe that there is strong evidence of demand for two attractions operating concurrently with similar purposes.
- 6.2 Any risk to the viability of the i360 could be detrimental to the City and the council. Therefore only a temporary wheel is proposed.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The project could potentially act as a catalyst for investment along Madeira drive.
- 7.2 The seafront will benefit from the regeneration of an under utilised area.
- 7.3 Economic development – The economic impact from Tourism for the City is £732 million per annum and 14,000 jobs. Attractions such as the Brighton ‘O’ will ensure these figures are sustainable and will grow over time.
- 7.4 It is predicted that the attraction will draw footfall from between the piers along Madeira Drive.
- 7.5 The increased footfall to the area will be of huge benefit to other seafront businesses on Madeira Drive and lower promenade.

SUPPORTING DOCUMENTATION

Appendices:

1. Plan of proposed site.
2. Photos of proposed site

Documents In Members' Rooms

None

Background Documents

None

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 44

Brighton & Hove City
Council

Subject:	The future use of Withdean Stadium		
Date of Meeting:	7 December 2010		
Report of:	Strategic Director of Communities		
Contact Officer:	Name: Toby Kingsbury	Tel: 29-2701	
	E-mail: Toby.kingsbury@brighton-hove.gov.uk		
Key Decision:	No		
Wards Affected:	Withdean		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 Brighton and Hove Albion Football Club (BHAFC) are due to relocate from Withdean Stadium to the new Community Stadium at Falmer on 30 June 2011. We have been approached by sports clubs interested in using the stadium and need to consider the different options available taking into account existing users.

2. RECOMMENDATIONS:

- 2.1 To request approval from the Cabinet Member for Culture, Recreation and Tourism for Whitehawk Football Club (WFC) 1st team to use the Withdean Stadium as a temporary home ground for a period of two seasons starting on 1 July 2011 whilst they undertake a series of developments to their own ground in East Brighton Park. This would be on the condition that WFC gain the necessary planning permission to undertake these developments and that the council are satisfied that they have the appropriate funding in place.
- 2.2 To request approval from the Cabinet Member for Culture, Recreation and Tourism that BHAFC have subsidiary use of the stadium for their Reserves and Women's team matches. This subsidiary use would be on the condition that there is no over-use of the pitch and that due consideration is given to the use of the stadium by other users including the resident athletics clubs.
- 2.3 To request approval from the Cabinet Member for Culture, Recreation and Tourism for the council to submit a planning application to retain some of the facilities that have been installed by BHAFC since they took up occupation of the facility.

3. BACKGROUND INFORMATION:

Use of Stadium

- 3.1 BHAFC are due to relocate from Withdean Stadium to the new Community Stadium at Falmer on 30 June 2011.
- 3.2 Last season WFC secured promotion to the Ryman League Division 1 South. In order to conform to the National Ground Grading, Category E (which is a requirement of the Ryman League) they need to undertake a series of improvements to their ground in East Brighton Park.
- 3.3 WFC have made a formal request to the council to use the stadium as a temporary home for a period of two seasons from July 2011 whilst they undertake these improvements.
- 3.4 BHAFC have also requested use of Withdean Stadium for their reserves, women's (who currently play at the stadium) and youth team matches.
- 3.5 Officers have assessed the likely number of fixtures for WFC 1st team and BHAFC reserves, women's and youth teams and have mapped these out over an indicative fixtures schedule. From this assessment it is clear that a combination of WFC 1st team and BHAFC reserves and women's team could be catered for at Withdean. However, BHAFC have recognised that due to the number of youth teams and volume of matches they will continue to play them at Sussex University for the time being.
- 3.6 The management contractor at Withdean Sports Complex (currently DC Leisure) is responsible for undertaking the pitch maintenance in accordance with a detailed specification provided by the council. The pitch has been brought up to an excellent standard whilst BHAFC have been using it and any future use will need to ensure that it is not over-used.
- 3.7 Consideration must also be given to the resident athletics clubs to ensure that any future use by football clubs does not impact too much on their continuing use of the stadium for training and competitions.
- 3.8 By allowing WFC use of the stadium the council would be providing valuable support to a developing club. This support is similar to that given to BHAFC whilst the Community Stadium is being developed.
- 3.9 The council has also been approached by Sussex Thunder American Football Club for use of the stadium for their home matches. Again there would be concern regarding the over-use of the pitch and the impact upon the athletics clubs, particularly as the matches would be played in the summer months.
- 3.10 The council are currently undergoing a tender process to appoint a contractor for a new ten year management contract for a number of facilities including Withdean Sports Complex starting on 1st April 2011. WFC and BHAFC would therefore need to agree terms of use with the new contractor.

Retention of facilities

- 3.11 Officers have met with BHAFC regarding the handover of facilities when they leave in June 2011 and a planning application is to be submitted to retain the following facilities:
- The north-west car park. Before BHAFC moved to WS, this car park was a grassed area and it is conditioned to be returned to grass as part of the temporary planning consent. However, usage levels of Withdean Sports Complex have increased considerably in recent years and it would therefore have a major impact upon customers, particularly for big events like athletics meetings, if this car park was not retained. It may also lead to increased parking in the surrounding streets during busy periods. This would be an application to permanently retain it.
 - The changing room block. This is a semi-permanent building with good quality changing and storage facilities together with a fully functional hospitality/training/conference room. Retaining this building would ensure the continued provision of good quality changing facilities for the football and athletics clubs and add a training/conference facility to the site. Given the semi-permanent nature of the changing room block it is likely that only a temporary planning consent would be granted.
 - The West Stand. This will provide useful additional seating to the stadium, particularly for the viewing of athletics field events. This would be an application to permanently retain it.
- 3.12 Officers shall negotiate with BHAFC regarding any costs that might be incurred by the Council in retaining the West Stand.

4. CONSULTATION

- 4.1 Consultation has been undertaken with representatives from WFC and BHAFC to understand their requirements for use of the stadium.
- 4.2 The athletics club have been consulted regarding the future use of the stadium by WFC/BHAFC and regarding the retention of facilities.
- 4.3 Planning officers have provided pre-application advice regarding the retention of facilities.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial implications

The income received by Withdean Stadium from Brighton and Hove Albion Football Club is factored into the current leisure contract with D.C. Leisure. This contract is currently being re-tendered, and the reduction in this

income, along with any anticipated income from clubs such as Whitehawk Football Club will be factored in to the new contract price.

Finance Officer Consulted: Karen Brookshaw Date: 22/11/2010

5.2 Legal Implications:

On balance, no unacceptable human rights implications arise from the report.

Lawyer Consulted: Sonia Likhari/Alison Gatherer Date: 23/11/2010

5.3 Equalities Implications:

There are no Equalities implications to consider.

5.4 Sustainability Implications:

Securing a consistent level of use of the stadium for the next two years will provide regular income to the contractor operating the complex and so make their financial position more sustainable.

The retention of the items listed above will improve the sustainability of the stadium by providing improved facilities for its users. Any further sustainability implications regarding the retention of facilities will be assessed as part of the planning application process.

5.5 Crime & Disorder Implications:

There are no crime and disorder implications to consider.

5.6 Risk & Opportunity Management Implications:

Opportunity to work in partnership with the two biggest clubs in Brighton & Hove and forge a strong link between the two to help with the development of footballers across the city.

5.7 Corporate / Citywide Implications:

There are no corporate / citywide implications to consider.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

The alternative option would be to make the stadium available for other football fixtures. This might mean different clubs using the stadium which may lead to inconsistent levels of use.

The alternative option to retaining the facilities would be to remove them. This would mean that future users would not be able to benefit from them.

7. REASONS FOR REPORT RECOMMENDATIONS

The stadium will become available following BHAFC's departure in June 2011 and the recommendation will provide support to the city's two most successful football clubs.

The retention of certain facilities will provide much needed changing facilities, spectator seating and appropriate car parking space for users of Withdean Sports Complex.

SUPPORTING DOCUMENTATION

Appendices:

1. None

Documents in Member's room

1. None

Background Documents

1. None

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

Agenda Item 45

Brighton & Hove City Council

Subject:	Foredown Tower Update	
Date of Meeting:	7 December 2010	
Report of:	Strategic Director of Communities	
Contact Officer:	Janita Bagshawe	Tel: 292840
	janita.bagshawe@brighton-hove.gov.uk	
Key Decision:	No	Forward Plan No.
Wards Affected:	Portslade North and Hangleton & Knoll	

1 SUMMARY AND POLICY CONTEXT:

- 1.1 In May 2010 the Hove & Adur Sea Cadets withdrew from negotiations with the Council over a lease agreement for Foredown Tower.
- 1.2 The Council has now been approached by Portslade Community College Adult Learning, working in partnership with the Green Gym, to enter into a lease agreement, along similar lines to that which had been drawn up for the Sea Cadets. It is anticipated that Portslade Community College, who will take the lead, will also wish to establish a Community Interest Company and for that Company to be the signatory to the lease agreement, a similar approach to the Sea Cadets.

2 RECOMMENDATIONS:

That the Cabinet Member for Culture, Recreation & Tourism authorise the Head of Tourism & Leisure (" the HTL") in consultation with: the Head of Legal & Democratic Services; and the Head of Property & Design to:-

- 2.1 enter into lease negotiations with Portslade Community College (PCC) using as a basis the Heads of Terms agreement which had been prepared for the Sea Cadets;
- 2.2 (when the HTL is ready) conclude the lease either with the PCC or with a Community Interest Company which would be established by PCC.

3 RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS

- 3.1 On 17 May 2010, the Hove & Adur Sea Cadets informed the Council in writing that they wished to withdraw from lease negotiations for the running of Foredown Tower.
- 3.2 In October 2010, following an initial approach, a very positive meeting was held with the Director of Adult Learning at Portslade Community College with regard to the possibility of entering into lease negotiations for Foredown Tower.
- 3.3 If successful negotiations can be held the intention would be for PCC to establish a Community Interest Company to take on a full repairing 25 year lease on a peppercorn rent for the Tower to establish it as:
- ◆ A centre for adult community courses
 - ◆ A community enterprise base for projects undertaken by 11-18 students
 - ◆ Provision of a base for the involvement of other local organisations interested in learning in the broadest sense
 - ◆ Ensure that the building is conserved as a local heritage site
 - ◆ Preserve the camera obscura and prepare volunteers to demonstrate it to the public at designated times
- 3.4 The management of the Tower by PCC presents a strong fit with the Council's desire to see community use of the building and preserve it as an important local landmark. The only other community group to have expressed interest in the property was the Sea Cadets.
- 3.5 PCC is very keen to move quickly on this, with the wish to take the building on from early 2011.
- 3.6 PCC is working in partnership with the Green Gym conservation group who would also have a storage area and workshop at the Tower and would be responsible for the maintenance of the garden area. The longer term intention would be to develop a wildlife garden on the site.

4 COMMUNITY INTEREST COMPANIES

- 4.1 The concept of a Community Interest Company ("CIC") was launched in 2005, as a custom-made vehicle for social enterprises that want to use their profits and assets for the public good. They have more flexibility and less regulation than charities, but more regulation than companies. They are governed by the Companies (Audit, Investigations and Community Enterprise) Act 2004 and the Community Interest Company Regulations 2005. CICs have similar requirements to other companies and are subject to dual regulation by Companies House and the CIC Regulator. A CIC cannot be a charity, although a charity may be able to convert to a CIC with Charity Commission consent. The members of a CIC make key decisions and a board of directors carry out day to day activities.

4.2 The key principles governing the operation of CICs which are relevant here are:

- (a) the Asset Lock;
- (b) the Community Interest Test; and
- (c) annual reporting.

4.3 The Asset Lock provides that assets, cash and property owned by the CIC can only be used for the stated community purpose and the CIC must name another asset locked body to receive any surplus assets upon winding up. If no such body is nominated the CIC Regulator will award the assets to a body which has the most similar objects.

In this case it is intended that Portslade Community College itself be named as the asset-locked body in the proposed CIC's Articles of Association.

4.4 To satisfy the Community Interest Test the CIC must demonstrate that a reasonable person would perceive their activities as being in the interests of the community, with the community not being unduly restricted or politically motivated.

4.5 An Annual CIC Report contains information such as directors' salaries, any assets transferred and a description of how it has benefited the community and involved stakeholders.

5 FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

The formation of the Community Interest Company allows the Trustees of Portslade Community College greater protection against personal liability, but should not impact financially upon the Council itself. The basic implications remain the same as in previous reports – that granting a full repairing lease (at peppercorn rent) would save the authority significant repair costs to the Tower, keep the building open for use and additionally provide a small revenue saving.

Finance Officer Consulted: Neil Smith

Date: 11 November 2010

5.2 Legal Implications:

The legal implications are considered above, notably in section 4 of the report. The next step would be to agree detailed Heads of Terms of the proposed Lease and the constitution of the Community Interest Company, along the lines referred to in the Recommendations.

Lawyer Consulted: Marten Matthews

Date: 23 November 2010

5.3 Equalities Implications:

The intended uses for the building are set out at 3.3-3.5. This will allow wide community use for the building and offer the opportunity for adult learning away from a school environment.

5.4 Sustainability Implications:

As has previously been stated, the Tower is not sustainable in its previous form as a visitor attraction.

5.5 Crime & Disorder Implications:

There are no direct crime and disorder implications.

5.6 Risk & Opportunity Management Implications:

There are no direct risk and opportunity management implications.

5.7 Corporate/Citywide Implications:

Agreement of a lease arrangement with Portslade Community College Adult Learning will enable an important community facility to be established, with a continuing, albeit restricted, ability to continue to run the Camera Obscura.

6 EVALUATION OF ANY ALTERNATIVE OPTION(S):

None.

7 REASONS FOR REPORT RECOMMENDATIONS:

- 7.1 Entering into a lease agreement with Portslade Community College Adult Learning will provide a community facility at Foredown Tower for community groups and secure the future of an important local building.

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 46

Brighton & Hove City Council

Subject:	Events Programme in Parks and Open Spaces 2011		
Date of Meeting:	7 th December 2010		
Report of:	Strategic Director of Communities		
Contact Officers:	Name: 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 for Parks and Open Spaces in 2011 and to seek landlord's consent for these events.

2. RECOMMENDATIONS:

That the Cabinet Member for Culture, Recreation and Tourism

- 2.1 approves the events listed in Appendix 1.
- 2.2 authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate &.
- 2.3 authorises the Head of Tourism & Leisure after consultation with the Cabinet Member for Culture Recreation & Tourism 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 A have been taking place in the city over the past few years and continue to retain their previous locations and formats.
- 3.2 In 2010 there were over 300 events hosted in the city and many wish to return again in 2011. Some of the larger scale events such as the Marathon and Pride will be making changes to their format after taking

on board comments and recommendations made at the post event debriefs.

- 3.3 Pride is undertaking a review of both the event and the parade and will be bringing forward their proposals on the new format to the City Safety Advisory Group and the multi agency event liaison meetings by the end of the year.
- 3.4 The inaugural Brighton Marathon, staged in 2010, was regarded as a great success throughout the city. The organisers have chosen to follow the same route for 2011, the only change from 2010 being increased entry numbers - from 12000 to 15000 runners. In line with other marathons the event organisers are broadening the event to create more of a festival throughout the city. With events taking place over the weekend it will also encompass youth races, a running/marathon exhibition at the Brighton Centre and pre and post marathon parties.
- 3.5 A new event taking place in 2011 on the eastern most lawn in Hove, closest to the Peace Statue. Open from 10am to 8pm each day, with ticketed admission, the event would feature restaurant tasters, food and drink exhibitors, a chef's theatre, entertainment, children's cookery classes and food and drink master classes. It is hoped to attract 6000 visitors over the three days. Foodies Festival. 30th April - 2nd May. Hove Lawns.
- 3.6 The new community football stadium opens in 2011 and will be hosting its first game of the new season in August. Officers have worked with event organisers Pride, Shakedown and the Kite Festival to find suitable alternative dates so that these events could still take place and receive full support from the council and its partner agencies.
- 3.5 To ensure the safe management of events all of the events listed are reviewed by the City safety Advisory Group (SAG). The Civil Contingencies Act places a statutory duty on councils to mitigate civil risks in their areas. In part this is achieved by hosting Safety Advisory Groups which bring together the police, transport police, fire service, ambulance, hospital and highways and environmental health officers to review safety plans for any event held in the city. The SAG meets on a monthly basis to discuss recent events, and to review up and coming ones.

4. CONSULTATION:

- 4.1 Initial consultation has taken place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service, NHS Trust, Environmental Health & Licensing and Highways. Further consultation will take place as the events are developed with the respective event organiser.

- 4.2 All ward councillors were circulated the list of events, overall the comments were positive with members pleased to see so many events taking place in the city. Other comments received related to events taking place on Hove Lawns these included parking, noise and the use of amplified music and the overall condition of the site before and after the event has taken place. These and other principles relating to the staging of outdoor events will be considered as part of the overall review of the existing outdoor event policy. This review will be presented to the Cabinet Member Meeting in March 2011.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

- 5.1.1 The council finances its support for community events and free public entertainments through revenue received from major events. The only contribution from the Revenue Budget is for the Events' Officers' salaries. All major event organisers, especially those that fall into the commercial category, are required to provide a deposit. This would cover 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: Karen Brookshaw Date: 22/11/2010

5.2 Legal Implications:

- 5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space for up to 28 days a year in order to facilitate the staging of major outdoor events. Some events may need planning permission (permissions may be available for grants of up to 28 days in any one year under the terms of Part IV Class B of Town & Country Planning (General Permitted Development) Order 1995)

- 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.

Layer Consulted: Marten Matthews Date: 24th November 2011

5.3 Equalities Implications:

5.3 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 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.

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 Event specific 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 the emergency services was agreed in 2004 and will continue to be used in 2011.

5.5.2 The Police are involved in 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 uses public open spaces throughout the city.

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 in Brighton & Hove.

- 7.2 Events continue to form an increasingly significant part of the council's overall tourism strategy as well as bringing significant economic benefits to the city. In 2009 events contributed 732 million to the city's economy and created 14000 full time equivalent jobs for local people. 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 outdoor events for 2011.

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers.

LIST OF OUTDOOR EVENTS 2011

NB: Details are correct at time of going to print, but may be subject to change
Please call 01273 292711 for up to date information on any event

This list was last updated on 8 November 2010

Date	Title	Description	Location
Sat 8 Jan	Sussex County Cross Country Championships	Annual Cross Country Tournament	Stanmer Park
Sat 22 Jan	Sussex Schools Cross Country Championships	Annual Cross Country Tournament	Stanmer Park
Wed 2 – Tues 8 Feb	Parking for Brighton Centre	Parking for Brighton Centre	Madeira Drive
Sat 5 Feb	Sussex Yr 5/6 Cross Country Championships	Annual Cross Country Tournament	Stanmer Park
Sun 20 Feb	The Sussex Beacon Half Marathon	Annual Charity Half Marathon	Seafront/City Centre
Sun 13 Mar	Martlets Spring Sponsored Walk	Charity Sponsored Walk	Hove Lagoon to Brighton Pier
Sat 19 Mar	InCarNation	Modern Car Event	Madeira Drive
Sun 20 Mar	Pioneer Run	Vintage Motor Cycle rally	Madeira Drive
Sun 20 March	Duathlon	Sporting challenge event	Preston Park
Sunday 27 Mar	Martlets Spring Sponsored walk	Sponsored walk	Seafront General
Sun 10 Apr	Brighton Marathon	Annual Charity Marathon	Madeira Drive
Thurs 14 Apr	ARMA 5K Run	British Society of Rheumatology	Seafront
Sat/Sun 16/17 Apr	Chocolate Festival	Chocolate themed food festival	New Road
Sun 17 Apr	London to Brighton Jaguar Run	Annual Jaguar Run	Madeira Drive
Thurs 28 Apr-Sat 8 May	Funfair	Funfair	The Level
Fri 29 April	Brighton Mitre Cycling Races	Annual Cycling Club Evening Races	Hove Park
Fri 29 Apr-Mon 30 May	Ladyboys of Bangkok	Annual Festival Cabaret Show	Victoria Gardens
Sat 30 Apr- Mon 2 May	Foodies Festival	Food and Drink event	Hove Lawns
Sun 1 May	Stonewall Equality Walk	Charity Sponsored Walk	City Centre/Seafront
Sun 1 May	HCVS London to Brighton Run	Golden Jubilee HCVS Run	Madeira Drive
Sun 1 May	Wedding	Wedding reception	St Ann's Well Gardens
Sat 7 May	Children's Parade	Inaugural Festival event	City Centre/Madeira Drive
Sat 7 – Sun 29 May	Brighton Festival/Fringe	Arts Festival	Various
Sun 8 May	MG Run	London to Brighton MG Rally	Madeira Drive
Wed 11 – Sun 22 May	International Circus	Festival Circus	Preston Park
Thurs 12 – Sat 14 May	The Great Escape Music Festival	Weekend Music Festival with Outdoor Gigs	City Centre/Seafront
Sat 14 May	Moulsecoomb Fun Day	Annual Community Fayre	Wild Park
Sun 15 May	London to Brighton Mini Run	Mini Rally finishing point	Madeira Drive
Sun 15 May	Mackerel Fayre	Annual blessing of the nets	Fishing Museum - Seafront
Sun 15 May	Superheroes Run	Charity Sponsored run	Hove Lawns
Sun 15 May	Sussex Heart Charity S/W	Sponsored Walk	Seafront General
Fri 20 May	Brighton Mitre Cycling Races	Annual Cycling Club Evening Races	Hove Park
Fri 20 – Mon 23 May	Funfair	Funfair	Victoria Rec, Portslade
Sun 22 May	St Ann's Well Gardens Friends Spring Celebrations	Community festival	St Ann's Well Gardens
Fri 27 – Mon 30 May	Funfair	Funfair	Hove Promenade
Sat 28-Sun 29 May	Kite Festival	Annual Kite Festival	Stanmer Park
Sun 29 May	London to Brighton 2CV Rally	Annual 2CV rally & display	Hove Park
Mon 30 May	Hove Lions Carnival	Annual Family Carnival	Hove Park
Thurs 16 – Mon 20 June	Caravan Club Site	Caravan Club site to support the L2B Bike Ride	Happy Valley Park, Woodingdean
Sun 5 June	Springwatch	Annual countryside event	Stanmer Park
Sun 5 June	Classic Car Run	Annual London to Brighton Run	Madeira Drive
Sun 12 June	Concours D'Elegance	Classic Car Display	Stanmer Park
Fri 17 June	Brighton Mitre Cycling Races	Annual Cycling Club Evening Races	Hove Park
Fri 17 June	Martlets Midnight Walk	Annual Charity Night Walk	City Centre
Sun 19 June	London to Brighton Bike Ride	Charity Bike Ride	City Centre/Seafront
Sat 25 June	Take Part Festival	Annual Sports Festival	Preston Park

Sun 26 June	Roedean School Pier to Pier Swim	125 yr celebration sea swim	West Pier – Brighton Pier
Sat/Sun 2/3 July	Race For Life	Annual Cancer Research 5km run	Stanmer Park
Sat/Sun 2/3 July	Paddle Round The Pier	Seafront Festival	Hove Lawns/Promenade
Tues 5 July	The Big Toddle	Charity Children’s Walk	Preston Park
Sat 9 July	Shakedown	Music Event	Stanmer Park
Sun 10 July	Capital to Coast Bike Ride	Charity Bike Ride	Hove Lawns
Wed 13 July	Sun Fun Day	U3A	Stanmer Park
Fri 15 July	Brighton Mitre Cycling Races	Annual Cycling Club Evening Races	Hove Park
Sun 17 July	RSPCA Open Day & Dog Show	Annual Event	Patcham
Sat 23 – Sun 24 July	Bungee on the Beach	Sponsored bungee jump	Hove Lawns
Sun 24 July	Brighton Carnival	Annual carnival	Madeira Drive
Thurs 18 – Tues 30 Aug	Zippos Circus	Annual Summer Circus	Hove No 1 Lawn
Fri 2 Sept	Martlet’s Ride to the coast	Overnight bike ride finish	Madeira Drive
Sat 10 Sept	National Speed Trials	Motorsport Speed Event	Madeira Drive
Sun 11 Sept	Ace Café Reunion	Annual motorcycle run	Madeira Drive
Sat/Sun 17/18 Sept	Fiery Foods Chilli Festival	Chilli Food and Drink Festival	Victoria Gardens
Thurs 22 Sept- Sat 1 Oct	Funfair	Funfair	The Level
Sat 1 Oct	Brighton Breeze	Annual VW Run	Madeira Drive
Sun 2 Oct	Landrover Run	London to Brighton Landrover Run	Madeira Drive
Sun 2 Oct	Cancer Research 10K Run	Annual Charity Run	Hove Lawns/Prom
Sun 9 Oct	Brightona 2011	Annual Motorcycle Event	Madeira Drive
Sun 16 Oct	Rise 8K Undercliff Run For Women	Charity Women’s Run	Undercliff Path
Sat 5 Nov	Family Fireworks Spectacular	Family Fireworks Display	Nevill Rec Ground
Sat 5 Nov	Future Car Challenge	Motoring challenge for hybrid, electric and low emission cars	Madeira Drive
Sun 6 Nov	Veteran Car Run	Annual London to Brighton Veteran Car Run	Madeira Drive
Sun 20 Nov	Brooks 10km Run	Competitive running race	Madeira Drive/Seafont
Wed 21 Dec	Burning The Clocks	Winter Solstice Event	City Centre/Madeira Drive

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 47

Brighton & Hove City Council

Subject:	Special Events – Madeira Drive Road Closures 2011
Date of Meeting:	7th December 2010
Report of:	Head of Tourism & Leisure
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 2011 and to seek approval of the associated road closures.

2. RECOMMENDATIONS:

- That the Cabinet Member for Culture Recreation & Tourism
- 2.1 Approved the events list in Appendix 1
- 2.2 authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate &.
- 2.3 authorises the Head of Tourism & Leisure after consultation with the Cabinet Member for Culture Recreation & Tourism 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 The second Brighton Marathon will take place on Sunday 10th April 2011. This event will start in Preston Park and finish on Madeira Drive This event received consent from Cabinet in April 2010.
- 3.3 Brighton and Hove Bus Company are celebrating their 76th anniversary in 2011. As the centrepiece of the celebrations they want to use Madeira Drive for a display of buses throughout the years and an exhibition of public transport related memorabilia.
- 3.3 The Old Skool Ford Club has held their London to Brighton Run for the past two years in Brighton Marina. Due to the popularity of the event, the club wish to hold the final display of cars on Madeira Drive, comprising of over 600 classic ford cars including Anglia's, Cortina's, Escort's, Capri's and Granada's.
- 3.4 InCarNation is a new event for 2011 This is a car meet that is held on the last Wednesday of each month at Ace Cafe London. Various makes & types of Saloon & Sports cars attend InCarNation, to include vehicles manufactured in Japan, Europe and the UK. The proposal is to host an annual gathering which will be a static display to celebrate the UK's best 1000 modified and performance cars on Brighton's Madeira Drive with attendees competing for a variety of awards & prizes on Saturday 19th March 2011
- 3.5 Ace Cafe London organises and hosts a major motorcycle event, the annual Ace Cafe Reunion, held over the 2nd weekend of September each year on Brighton's Madeira Drive. The 18th such event will be held in 2011

4. CONSULTATION:

- 4.1 Consultation has taken place with Ward Councillors, 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. Further consultation will take place as each event is developed with respective event organisers.
- 4.2 All ward councillors were circulated the list of events overall the comments were positive with members pleased to see so many events taking place in the city. The Queens Park ward councillors commented that they were delighted about the new sustainability standards for the events programme. They reiterated their concerns from last year about

loss of access to the beach when some events take place and the increase in air pollution and carbon emissions in the area during some of these events.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

- 5.1.1 The council finances its support for community events and free public entertainments through revenue received from major events. The only contribution from the Revenue Budget is for the Events' Officers' salaries. All major event organisers are required to provide a deposit. This would cover 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: Karen Brookshaw Date: 22/11/2010

5.2 Legal Implications:

- 5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space for up to 28 days a year in order to facilitate the staging of major outdoor events. Some events may need planning permission (permissions may be available for grants of up to 28 days in any one year under the terms of Part IV Class B of Town & Country Planning (General Permitted Development) Order 1995).
- 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: Marten Matthews Date: 24th November 2010

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 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.

5.4.3 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. 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 2011.

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 as well as bringing significant economic benefits to the city. In 2009 events contributed 732 million to the city's economy and created 14000 full time equivalent jobs for local people.

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 2011.

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers

SPECIAL EVENTS - Events requiring the closure of Madeira Drive 2011
This list is subject to change

DATE	EVENT	CLOSURE
Sun 20 February	Brighton & Hove Half Marathon	Aquarium to Black Rock 0600-1600 hrs
Sat 19 March	InCarNation *	Aquarium to Black Rock 0.600 - 1800
Sun 20 March	Pioneer Motorcycle Run	Aquarium to Black Rock 0600-1700 hrs
Sun 10 April	Brighton Marathon	Aquarium to Black Rock & Partial Road Closure on Saturday 9 th April
Sun 17 April	Jaguar Car Run	LP9-LP20 0600-1800 hrs
Sun 1 May	Historic Commercial Vehicle Run	Aquarium to Black Rock 0600-1900 hrs
Sat 7 May	Children's Parade	Aquarium to base of Duke's Mound 0800- 1500 hrs
Sun 8 May	MG Regency Run	Aquarium to Duke's Mound 0600-1800 hrs
Sun 15 May	Mini Owners Rally	Aquarium to Black Rock 0600-1800 hrs
Sun 5 June	Classic Car Run	Aquarium to Black Rock 0600-1800 hrs
Sun 19 June	British Heart Foundation's London to Brighton Bike Ride	LP7-LP19 Sat 0600-Sun 0600 hrs Aquarium to Black Rock, Sun 0400-2230 hrs
Sun 24 July	Brighton Carnival	LP10 - base of Duke's Mound 0600 - 1800
Sat 10 Sept	National Speed Trials	Aquarium to Black Rock 0600-1900 hrs
Sun 11 Sept	Ace Café Reunion	Aquarium to Black Rock 0600-2200 hrs
Sat 1 Oct	Volkswagen Classic Run	Aquarium to Black Rock 0600-1800 hrs
Sun 2 Oct	Landrover Run	Aquarium to Black Rock 0600-1800 hrs
Sun 9 Oct	Brightona	Aquarium to Black Rock 0600-1800 hrs
Sat 5 Nov	Future Car Challenge	Aquarium to Black Rock Sat 0.600 – 12.00
Sun 6 Nov	Veteran Car Run	LP7-12 and Dukes Mound to Black Rock Sat 0600- Sun 0600 hrs Aquarium to Black Rock, Sun 0600-2200 hrs
Sun 20 Nov	10K Road Race	Aquarium to Black Rock 0700 – 1300 hrs

Wed 21 Dec	Burning the Clocks	Aquarium to Black Rock 1600 – 2100 hrs
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