



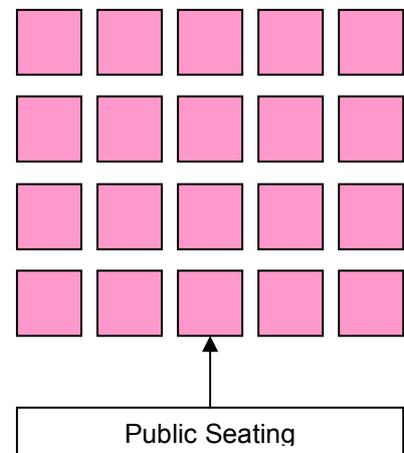
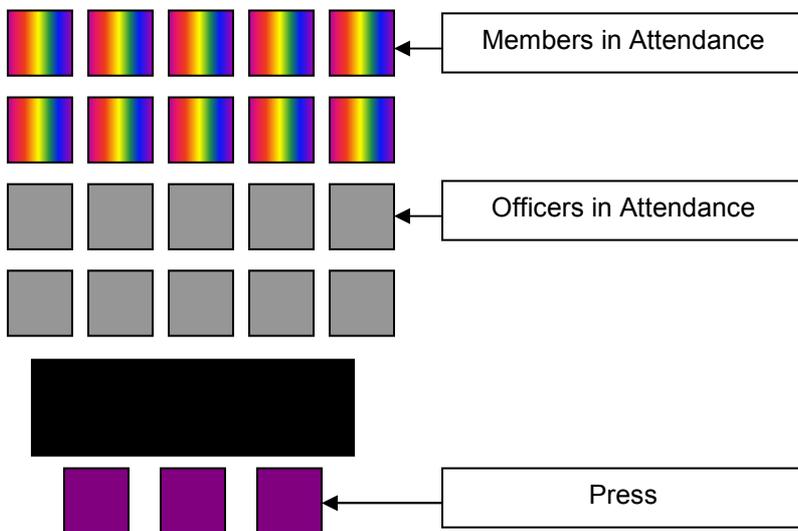
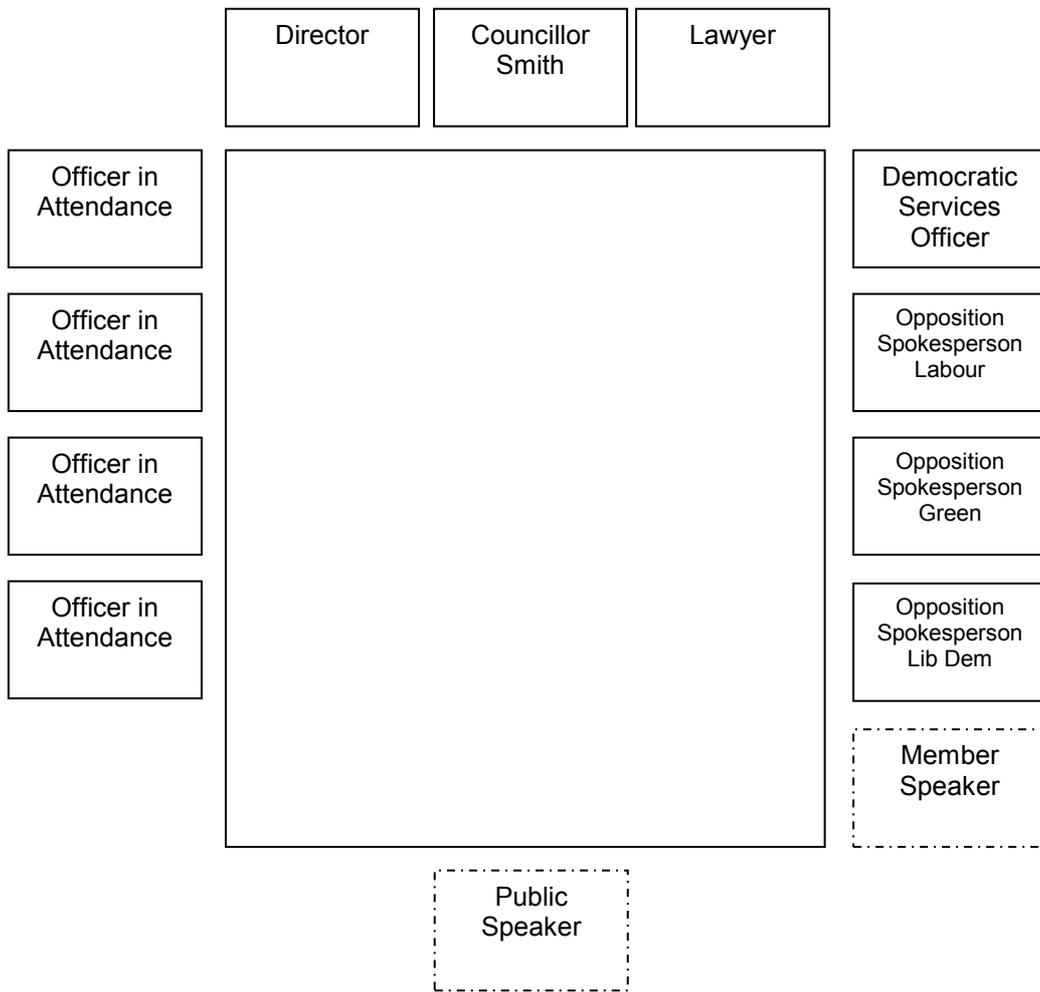
Brighton & Hove
City Council

Cabinet Member Meeting

Title:	Culture, Recreation & Tourism Cabinet Member Meeting
Date:	5 May 2009
Time:	4.00pm
Venue	Committee Room 3, Hove Town Hall
Members:	Councillor: Smith (Cabinet Member)
Contact:	Caroline De Marco Democratic Services Officer 01273 291063 caroline.demarco@brighton-hove.gov.uk

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Democratic Services: Meeting Layout



AGENDA

93. 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 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 exempt categories is available for public inspection at Brighton and Hove Town Halls.

94. MINUTES OF THE PREVIOUS MEETING

1 - 6

Minutes of the Meeting held on 24 March 2009 (copy attached).

95. CABINET MEMBER'S COMMUNICATIONS

96. ITEMS RESERVED FOR DISCUSSION

- (a) Items reserved by the Cabinet Member
- (b) Items reserved by the Opposition Spokesperson
- (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.

97. PETITIONS

No petitions received by date of publication.

98. PUBLIC QUESTIONS

(The closing date for receipt of public questions is 12 noon on 28 April 2009)

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

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.

The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fifth working day before the meeting.

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Meeting papers can be provided, on request, in large print, in Braille, on audio tape or on disc, or translated into any other language as requested.

For further details and general enquiries about this meeting contact Caroline De Marco, (01273 291063, email caroline.demarco@brighton-hove.gov.uk) or email democratic.services@brighton-hove.gov.uk

Date of Publication - Friday, 24 April 2009

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 94

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

4.00pm 24 MARCH 2009

COMMITTEE ROOM 3, HOVE TOWN HALL

MINUTES

Present: Councillor Smith (Cabinet Member)

Also in attendance: Councillor Davis (Opposition Spokesperson)

Other Members present: Councillor Kitcat.

PART ONE

82. PROCEDURAL BUSINESS

82a Declarations of Interests

82.1 There were none.

82b Exclusion of Press and Public

82.2 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 on the grounds that it was likely, in view of the nature of the 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) or exempt information (as defined in section 100(I) of the Act).

82.3 **RESOLVED** - That the press and public be not excluded from the meeting.

83. MINUTES OF THE PREVIOUS MEETING

83.1 Councillor Davis referred to paragraph 78.9 of the minutes in relation to the negotiations for the lease of the Foredown Tower. She asked if she could see the Heads of Terms at some point. It was confirmed that the Heads of Terms had been sent to the solicitor of the Sea Cadets and had been sent back for comments. A meeting with the Sea Cadets

would be held in the next few days. The Principal Solicitor confirmed that it would be in order for Councillor Davis to see the Heads of Terms.

83.2 **RESOLVED** - That the minutes of the Culture, Recreation and Tourism Cabinet Member Meeting held on 10 February 2009 be agreed and signed by the Cabinet Member.

84. **CABINET MEMBER'S COMMUNICATIONS**

Conference Wins

84.1 The Cabinet Member reported that VisitBrighton exhibited at International Confex, the leading event for event organisers from 24 to 26 February. Enquires taken at the event had the potential of bringing over £8 million of direct economic benefit to the City. The VisitBrighton stand was 'commended' in the category Best UK Destination (UK Venues, Destinations and Incentive Travel sector).

84.2 VisitBrighton was delighted to have secured the 'Summer Eventia', one of the events industry's foremost annual events staged by the trade body and an excellent opportunity to showcase the City. The conference would be taking place from 5th – 7th July 2009 at the Holiday Inn and would bring 250 delegates to the city.

84.3 The Cabinet Member was pleased to announce the return to the city of the Museums Associations Annual Conference. The event will be held at The Brighton Centre from 2nd to 7th October 2011 for over 800 delegates bringing over £2m of economic benefit to the City.

Brighton & Hove wins national magazine readers' award.

84.4 The Cabinet Member reported that the city had been voted "Best all-round British Seaside Holiday Destination" by the readers of Coast magazine in their annual awards. Coast magazine celebrated all that is great about the British seaside and had the following to say about Brighton & Hove, "Whether you're after a funky arts scene, Regency heritage, beachfront cool or good old-fashioned seaside entertainment, Brighton has something for everyone."

Media coverage in the UK and overseas

84.5 The Cabinet Member reported that since the start of 2009, the work of VisitBrighton had secured coverage in a range of national publications and TV in both the UK and overseas.

84.6 In the UK, features on the city had appeared in The Times, Daily Telegraph, Daily Mirror, Conde Nast Traveller Magazine and Marie Claire among others. In the city's key overseas markets coverage had been achieved in Welt am Sonntag and Sonntag Aktuell (German national papers), El Mundo (Spanish national paper) and Reisen (Dutch travel magazine). In the Sonntag Aktuell newspaper the city was wonderfully described as "Where trendsetters go swimming" whilst El Mundo described Brighton as "one of the coolest cities in the UK" and "a city where everyone is welcome".

84.7 In the last month, Brighton & Hove had also been featured in Ireland's most popular TV travel programme, 'No Frontiers'.

Greeter scheme

- 84.8 The Cabinet Member reported that following his decision to launch the visitor greeter scheme, the city had received great publicity and coverage about the scheme from South Today, Breakfast Southern Counties, coverage in The Argus, the Leader, one80 news and in City News. From this positive coverage he was pleased to announce that 10 volunteers had expressed interest in becoming greeters.
- 84.9 Visit Brighton were also working closely with the environment team in improving public realm for visitors and residents by 'wrapping' boarded up shops with Visit Brighton images (as well as other 'painting' type images). Damart on Queens Road would shortly be having the picture of the sea with the Visit Brighton web address on amongst others.

Brighton Festival Launch

- 84.10 The Cabinet Member reported that on 18 February he attended the launch of this year's Brighton Festival – the event was extremely well attended and there was a great deal of excitement about this years programme. This would be the first Festival for the new Chief Executive of the Brighton Dome and Festival Andrew Comben. The Cabinet Member was looking forward to going to many of the events in the programme. He was very sorry to have missed the launch of the Brighton Festival Fringe which was held the previous week – unfortunately at the same time as full council.

Jeremy Hunt – Shadow Minister for Culture

- 84.11 The Cabinet Member reported on a visit from the Shadow Minister for Culture, Jeremy Hunt on 25 February. He was invited by the Brighton and Hove Arts Commission. The Leader of the Council, the Cabinet Member and officers were able to have a very useful breakfast session with him to talk about priorities for the city and the particular importance of culture. The Shadow Minister was very impressed and it was likely that he would return for another visit in the future.

LGA conference

- 84.12 The Cabinet Member reported that the department put on a great show for the Local Government Association conference on Culture that was held in the Thistle hotel. There were nearly 300 delegates from all over the country – both officers and members. Officers ran a number of study tours around the city which were extremely well received. There were speakers in several of the sessions and Scott Marshall gave one of the opening presentations on the first day alongside government ministers and other national speakers. The Cabinet Member was very proud of the city and of the way the council was able to present its services. He congratulated the team of officers who were involved in making the conference a success.

85. ITEMS RESERVED FOR DISCUSSION

- 85.1 **RESOLVED** – That Item 92 be reserved for discussion.

86. PETITIONS**86 Petition – Refurbishment of the Swimming Pool at Hangleton Junior School**

86.1 The Cabinet Member considered the following petition presented at Council on 29 January 2009 by Councillor Barnett and signed by 1104 people:

“We the undersigned petition Brighton & Hove City Council to provide £50,000 to enable the refurbishment of the swimming pool at Hangleton Junior School. We further petition that Brighton & Hove City Council note that everyone at this school has worked extremely hard to raise money for this project and has already raised a contribution of £50,000.”

86.2 The Cabinet Member reported that he was sympathetic towards the desire to keep sports facilities open in the city and was pleased to announce a contribution of £5000 towards the cost of renovation. In addition, the council had also already committed a considerable amount of funding to keep the city’s largest wet and dry sports facility open at the King Alfred Leisure Centre.

86.3 **RESOLVED** – That the petition be noted.

87. PUBLIC QUESTIONS

87.1 There were none.

88. DEPUTATIONS

88.1 There were none.

89. LETTERS FROM COUNCILLORS

89.1 The Cabinet Member considered a letter from Councillor Kitcat in which he requested that the Cabinet Member consider providing energy meters for loan from the city’s public libraries.

89.2 Councillor Kitcat attended the meeting and made the point that smart meters were used throughout the world and helped people to monitor their energy use. He considered that libraries were ideal for the hire of such meters and reported on a successful scheme in Lewisham, which was used by members of the public and council staff.

89.3 The Cabinet Member explained that he would be happy to see the city libraries used as a venue for the hire of energy meters to the public, as it would fit well within their community role. However, a decision on the cost of capital purchase of these meters would need to be made elsewhere, as they did not fall within the budget scope of the Libraries Service. The Cabinet Member informed Councillor Kitcat that he would formally write to him with a more detailed reply once he had taken into consideration views of officers from the Sustainability, Environmental, Policy and Housing teams.

89.4 **RESOLVED** – That the letter be noted and a more detailed reply be sent to Councillor Kitcat in due course.

90. WRITTEN QUESTIONS FROM COUNCILLORS

90.1 There were none.

91. NOTICES OF MOTIONS

91.1 There were none.

92. BRIGHTON MUSEUM AND ART GALLERY: CHANGE TO OPENING HOURS

The special circumstance for non-compliance with Council Procedure Rule 23, Access to Information and Section 100B(4) of the Local Government Act as amended (items not considered unless the agenda is open to inspection at least 5 days in advance of the meeting) is that staff consultation had not been finalised in time for the despatch of the agenda.

- 92.1 The Cabinet Member considered a report of the Director of Cultural Services which sought approval to a change in the opening hours of Brighton Museum and Art Gallery (BMAG). The museum was currently open until 7.00pm on Tuesdays. This late opening had not drawn the visitor numbers which were hoped for. There was a public demand however, for the museum to open earlier on Sundays.
- 92.2 The Head of Museums & Royal Pavilion explained that the recommendation to open all day on Sundays reflected that the visitor numbers were considerably higher on Sundays. The recommended hours would be in line with the opening hours of the Royal Pavilion.
- 92.3 Councillor Davis asked if the new hours would be monitored in six months time. The Head of Museums & Royal Pavilion confirmed that the new hours would be monitored. She was not able to report on an implementation date as rosters would need to be prepared and consultation would need to take place with staff. There would be a report back under Cabinet Member's Communications at a future meeting.
- 92.4 **RESOLVED** – (1) That a change to the opening hours on Tuesdays and Sundays for Brighton Museum & Art Gallery, be approved. The Museum is currently open from 10.00 am-7.00 pm on Tuesdays, 10.00 am-5.00 pm Wednesday-Saturday and from 2.00-5.00 pm on Sundays.
- (2) That it is approved that the Museum opens from 10.00 am to 5.00 pm Tuesday-Sunday. The exact date of implementation will need to be agreed as soon as operationally possible.

The meeting concluded at 4.15pm

Signed

Chairman

Dated this

day of

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 103

Brighton & Hove City Council

Subject:	Reading Strategy		
Date of Meeting:	5 May 2009		
Report of:	Scott Marshall, Director, Culture and Enterprise		
Contact Officer:	Name:	Sally McMahon	Tel: 29-6963
	E-mail:	sally.mcmahon@brighton-hove.gov.uk	
Key Decision:	Yes/No	No	
Wards Affected:	All	All	

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Reading Strategy has resulted from partnership work between the Children and Young People's Trust and the Culture and Enterprise Directorate within the council. It is a consultation document designed to engage more people in the development of an action plan to improve reading across the city. The strategy sets a clear aspirational vision for reading in the city, and sets out some priorities already identified that we can work on together with partners across the city.
- 1.2 The Corporate Plan 2008-2011 includes the commitment to '*Improve young people's reading levels by implementing a **city reading strategy***' within the '*Giving our children the best start in life*' objective of the '*Reducing inequality by increasing opportunity*' priority. This Reading Strategy has taken this one-step further, aiming to improve reading for people of all ages in the city.

2. RECOMMENDATIONS:

- 2.1 (1) To agree the Reading Strategy as a consultation document designed to engage more people in the development of an action plan to improve reading across the city.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 2008 was the **National Year of Reading**, to promote reading across the country. Reading is essential for daily life; it is a fundamental life skill that opens doors, empowering people, enabling them to make the most of their lives. Brighton & Hove took a very active part in the National Year of Reading, with primary and secondary schools, libraries, private sector and other organisations delivering a range of activities and events to promote reading and attract new library members. Some examples of these include:
 - Over 20,000 new members joined the library

- Over 50 events were held, from author talks to poetry readings
- Writers Conference for young people held at Jubilee Library, in partnership with three secondary schools and a private sector partner
- ‘Get Caught Reading’ photography competition
- Eight new book groups established
- Four new writers groups established
- Telling Tales Story events held for primary schools children
- Story Telling project in primary schools
- Off by Heart poetry competition in a junior school
- Reading volunteers run by Education Business Partnership won a Literacy Trust Reading Connects national award
- Book Ahead and Boys into Books services were launched
- Mini story competition held
- Chatterbooks and Brainwave children’s projects were launched
- Increased take up of the Summer Reading Challenge
- Moving On Literature conference for secondary school students
- City Reads – 40 events held, 500 copies of book given away, and 20,000 readers guides picked up

3.2 **Current Situation:**

There is much to celebrate about reading in Brighton & Hove, but there is more to do for everyone to benefit from the rewards of reading. At the Early Years Foundation Stage, more than the national average number of children do well in Communication, Language and Literacy. Reading levels at Key Stage 1 and 2 are above the national average, with Key Stage 3 a little below. However, girls are ahead of boys at all stages. An estimated 12,000 adults lack basic literacy skills, and there are 7,000 people in the city for whom English is a second language. Over 1.2 million library books are issued every year, and there are 195,000 library members in the city. However, only 55,000 of them (22% of the city’s population) have borrowed from the library in the last year. A range of other data is presented in the Strategy to illustrate the current position.

3.3 **Current Provision:**

There are many different programmes and opportunities to encourage reading in the city. For instance:

- At the early years level there is the Bookstart programme, Story Times, and the introduction of Letters and Sounds. Bilingual parents and their children have been encouraged to make use of library services and especially their dual language materials.
- All primary schools have received training and materials to ensure they have a systematic, structured approach to teaching early reading.
- The Language and Literacy Support Service (LLSS) literacy team has worked with schools to raise standards and remove barriers for pupils experiencing significant difficulties with reading.
- Development work relating to reading is taking place in secondary schools to reinvigorate teaching, improve students’ experience and enjoyment, and raise attainment. In all secondary schools a range of activities and new approaches are being used, including reading celebration days; author visits and reading ‘buddy’ schemes.

- Family Literacy, Language and Numeracy programmes aim to improve the language, literacy and numeracy skills of parents and carers
- In Libraries, Homework Clubs, the Summer Reading Challenge, Chatterbooks, Boys into Books and the Book Ahead schemes are all supporting and encouraging reading for learning and leisure.
- Reading is at the core of public library services, supporting reading for pleasure, and for learning, information and knowledge development. Libraries run or support over 50 reading groups across the city, and support adult learners with low literacy levels, helping develop the skills and confidence they need to further their learning.

3.4 **Reading Strategy Vision:**

The Reading Strategy sets a clear vision to make Brighton & Hove a city where:

- every child and young person can read
- every adult can read
- everyone enjoys reading and becomes a regular reader
- everyone benefits from the advantages that the ability to read brings
- everyone is supported so that any difficulties in learning to read are overcome

3.5 **Reading Strategy Priorities:**

The strategy is broken down into different age groups and identifies how we are doing now, describes the current provision, and then sets out key priorities for the future:

Early years (0-5 years)

1. Train and support all practitioners and teachers working across the Early Years Foundation Stage
2. Raise the percentage of children living in areas of deprivation achieving 6+ in Communication, Language and Literacy in the Early Years Foundation Profile
3. Promote and support parents and carers reading with their children

Children & Young People (5-19 years)

1. Raise the profile of reading in all primary schools
2. Raise attainment in reading and increase the number of pupils attaining age-appropriate levels across Key Stage 1 and Key Stage 2
3. Empower families to support their children's learning through encouraging reading for pleasure
4. Improve range, content, engagement and progression in reading through Assessing Pupils' Progress (APP) in secondary schools
5. Improve intervention at an earlier stage via one-to-one tuition in Key Stage 3
6. Improve the reading curriculum through support for continued, yearly implementation of the renewed curriculum in Years 7, 8 and 9
7. Improve achievement and attainment in reading in Key Stages 3 and 4
8. Provide support and leadership with the implementation of functional skills, including building and applying reading skills

9. Further develop provision for children and young people with disabilities and Special Educational Needs
10. Promote a love of reading and support reader development through public libraries

Adults (20+ years)

1. Increase the literacy rate amongst adults
 2. Encourage and support families reading and learning together
 3. Recognise and promote the broader benefits of reading
- 3.6 A range of commitments is given under each priority, which will lead to the development of a detailed action plan to achieve improvement. The next steps will be to promote the message that **Reading Matters**, and work in partnership across the city to implement the actions needed to improve reading and literacy in Brighton & Hove.

4. CONSULTATION

- 4.1 The Reading Strategy has been developed by a working group of practitioners involved in reading and learning, including representatives from Children and Young People's Trust (CYPT), Libraries Services, Adult and Family Learning, and Brighton & Hove Education Business Partnership.
- 4.2 The Strategy has been discussed at CYPT and Culture and Enterprise management team meetings. It has been sent out to primary, secondary and special schools for their views.
- 4.3 The launch of the Reading Strategy planned for 7 May, will mark the start of a more substantial consultation process to engage a wider audience across the city. The consultation process will last until 10 July 2009. We are seeking views of schools, businesses, arts, sports and cultural organisations, parents groups, private sector, and community and voluntary organisations. The feedback from the consultation will inform the development of an action plan building on the Reading Strategy.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 Delivery of the priorities within the Reading Strategy will be achieved within existing Council budgets and may attract support from partner organisations.

Finance Officer Consulted: Anne Silley

Date: 14/04/09

Legal Implications:

- 5.2 At this stage there are no legal implications arising from the report

Layer Consulted: Bob Bruce

Date: 17/04/09

Equalities Implications:

- 5.3 The Strategy has identified a number of areas where action is needed to address inequalities in access to reading opportunities, or achievement of full potential. For instance - the disparity in performance between girls and boys; the additional support needed for people with disabilities, learning difficulties and special educational needs; the particular needs of bilingual families or people for whom English is a second language, the essential skills needs of some adult learners.

Sustainability Implications:

- 5.4 There are no sustainability implications.

Crime & Disorder Implications:

- 5.5 There are no crime and disorder implications.

Risk and Opportunity Management Implications:

- 5.6 There is a risk that the progress achieved in improving reading for some children and young people could be impeded if the range of reading programmes are not maintained and developed. There is an opportunity to work more effectively across different organisations to more effectively target people who need more support and encouragement with reading, and to achieve improved levels and greater enjoyment of reading and the benefits this skill can bring.

Corporate / Citywide Implications:

- 5.7 The implementation of the Reading Strategy will fulfil one of the commitments of the Corporate plan to *'Improve young people's reading levels by implementing a **city reading strategy**'* within the *'Giving our children the best start in life'* objective of the *'Reducing inequality by increasing opportunity'* priority.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Not applicable.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To improve reading levels across the city through a variety of programmes, working across a range of different partners. The improvement of reading levels underpins skills development, and access to economic and social opportunities. Reading also broadens people's horizons, encouraging understanding of different cultures and ways of life, and so supports community cohesion.

SUPPORTING DOCUMENTATION

Appendices:

1. Reading Strategy

Documents in Members' Rooms

1. Reading Strategy

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 94

Brighton & Hove City Council

Subject:	Natural History Museum, Wild Earth Outdoor Photographic Exhibition 2010		
Date of Meeting:	Tuesday 5 th May 2009		
Report of:	Director of Culture & Enterprise		
Contact Officer:	Ian Taylor	Tel:	292711
	Darren Johnson	Tel:	292629
	E-mail:	ian.taylor@brighton-hove.gov.uk darren.johnson@brighton-hove.gov.uk	
Key Decision	No		
Wards	Regency		
Affected:			

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To seek landlord's consent to host the Wild Earth Exhibition on the East Street Bastion from 12th February 2010 – 26th September 2010
- 1.2 Authorise officers to enter into a formal agreement with the event organisers and to determine conditions of support as appropriate.

2. RECOMMENDATIONS:

- 2.1 To grant landlord's consent to host the Wild Earth Exhibition on the East Street Bastion and upper promenade from 12th February 2010 – 26th September 2010. Reference can be made to Appendix 1 for the exact location on the East Street Bastion.
- 2.2 To authorise officers to enter into formal agreement with the event organisers and to determine conditions of support as appropriate.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The Natural History Museum have combined to create what will be the first ever exhibition that will show a selection of the *Wildlife Photographer of the Year* images spanning 15 years in a single exhibition.

- 3.2 The Wild Earth Exhibition will tour over a period of 5 years to city centres around the UK, Europe and the rest of the World from February 2010.
- 3.3 It is hoped that Brighton & Hove will be the first city this exhibition visits. Liverpool has been confirmed as the second destination city.
- 3.4 The Natural History Museum has chosen to bring this exhibition to Brighton & Hove due to our rich arts culture, attractive events calendar, proven track record, being a popular destination (business & leisure) and our community engagement / participation levels.
- 3.5 The theme of the exhibition will be based on images that are spectacular, dramatic, capture the moment and remind people of the beauty and inspiring nature of the world around them.
- 3.6 Each individual photographic image will be printed at large scale and displayed in a standalone unit. Each unit will be completely weather proof and designed to withstand gale force winds. An image of a suggested display unit is shown in Appendix 2 (page 2). It is estimated that 30 images will be displayed.
- 3.7 A retail unit will be located along side the exhibition and will sell a dedicated range of merchandise. The final design of the outlet has yet to be decided but the Natural History Museum will work with Brighton and Hove City Council along with the limitations of the area in question. An image of a suggested retail outlet is shown in Appendix 2 (page 2)
- 3.8 The retail outlet will be secured at night and no money will be kept on site overnight.
- 3.9 The retail outlet will have an onsite NHM manager, but the rest of the staff will be employed locally.
- 3.10 The Natural History Museum, in partnership with Brighton & Hove City Council, believes that this exhibition, with it's strong imagery and feel good factor will be a popular and successful 'tourist attraction' drawing visitors and residents into the city and to the exhibition.
- 3.11 The Natural History Museum estimate that visitor figures could potentially reach 100,000 per week in peak times.

3.12 The Natural History Museum will re-establish their past working relationships with the Booth Museum and forge new links and explore ways in which they can work with local schools and community groups with a view to organising group educational visits to the site.

3.13 The exhibition will be free for visitors

3.14 The exhibition is intended to inspire visitors and remind them of the compelling beauty, fragility and wonder of the natural world.

4. CONSULTATION

4.1 Consultation has taken place with Ward Councillors (Regency) and the Seafront Traders Association with no negative comments received.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

In hosting the Wild Earth Outdoor Photographic Exhibition, BHCC will incur costs estimated at between £10k and £15k. These predominantly relate to CCTV, storage and some element of staff time and will need to be met within existing resources or from external contributions.

It is to be noted that the costs of installation, dismantling, staffing and other running costs are to be met by the Natural History Museum.

Finance Officer Consulted; Mr Peter Francis 2nd April 2009

5.2 Legal Implications:

The proposed Exhibition is on a site which is an adopted highway. However, as the structures are going to be in place for over six months a planning application is likely to be required. The Local Planning Authority consultation procedure will take account of any highway issues which arise.

Lawyer Consulted; Carl Hearsom 10th April 2009

5.3 Planning:

It is anticipated that the planning process will take between 8-13 weeks and may be referred to Planning Committee for a final decision.

Preliminary discussions with Planning have suggested the main issues to be addressed would be;

- Impact to structure on adjacent listed structures

- Visual impacts & wider views on seafront & conservation area
- Circulation in vicinity of exhibition area
- Possible prejudicial impact on seafront activity
- Any potential noise disturbance
- Potential retail impact (albeit minor)

It is envisaged however, that these issues can be satisfactorily addressed.

Planning Manager Consulted; Steve Walker 17th April 2009

5.4 Equalities Implications:

The Wild Earth Outdoor Photographic Exhibition caters for people from all sectors of the community

5.5 Sustainability Implications:

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

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

5.6 Crime & Disorder Implications:

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 2010.

5.7 Risk and Opportunity Management Implications:

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

5.8 Corporate / Citywide Implications:

Whilst the event takes place adjacent to the public highway, there are no traffic implications.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 Not applicable

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 Landlord's consent is required for the staging of all major events within Brighton & Hove.

7.2 The Natural History Museum, Wild Earth Outdoor Photographic Exhibition is a valuable addition to the city's rich and diverse events calendar.

SUPPORTING DOCUMENTATION

Appendices:

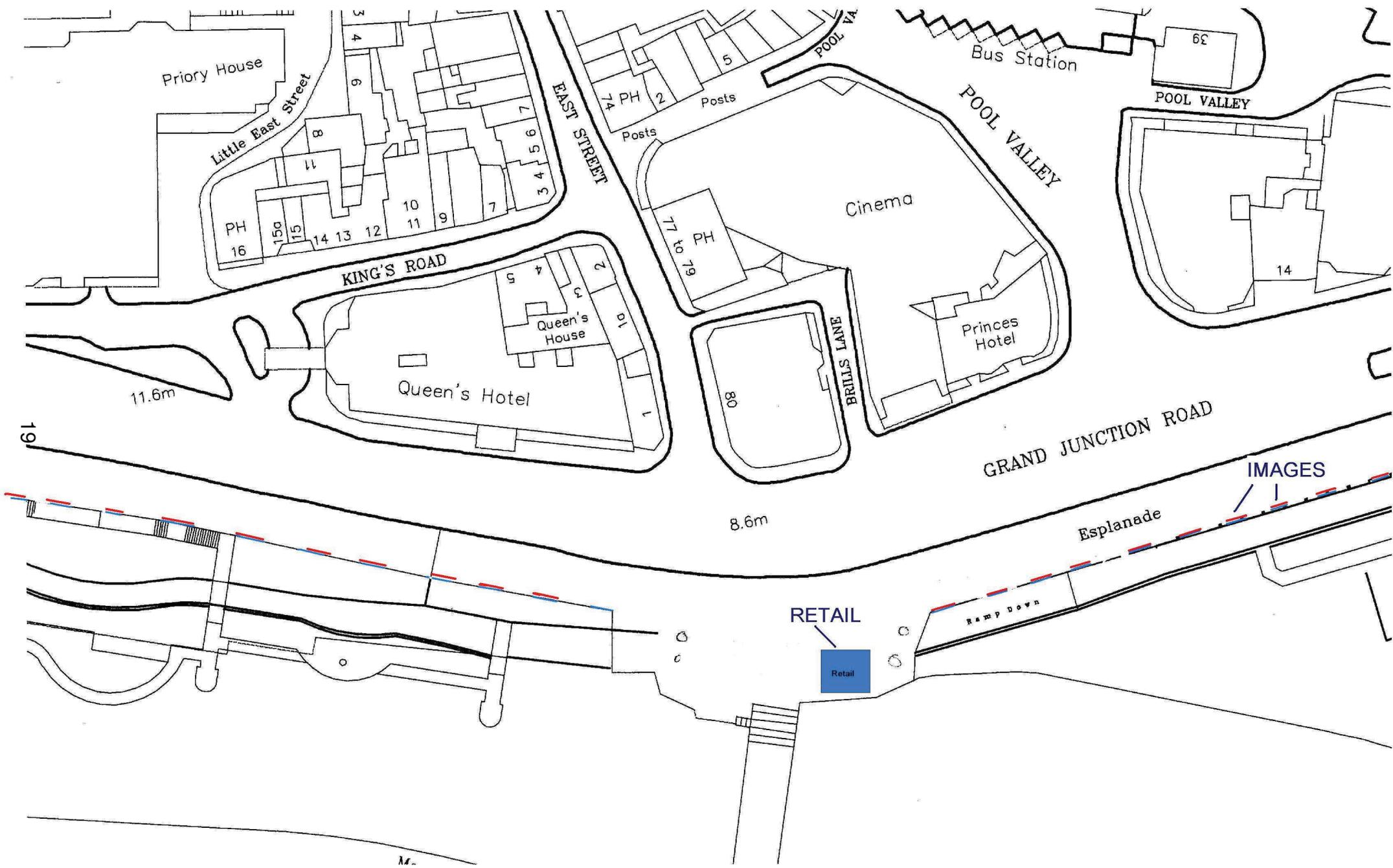
1. Overview of exhibition layout on East Street Bastion
2. Exhibition & Design specifications

Documents In Members' Rooms

None

Background Documents

None



Priory House

Little East Street

EAST STREET

KING'S ROAD

POOL VALLEY

POOL VALLEY

Bus Station

Cinema

Princes Hotel

Queen's Hotel

Queen's House

80

BRILLS LANE

GRAND JUNCTION ROAD

RETAIL

Retail

Esplanade

IMAGES

RAMP DOWN

11.6m

8.6m

19

M.

APPENDIX 2



WILD EARTH EXHIBITION DESIGN AND SPECIFICATIONS

Brighton Site

East Street Bastion

After our second visit to the city, it was agreed that the East Street Bastion would be the ultimate site for this exhibition. We envisage the images to be displayed intermittently along the seafront railings and the shop located at a suitable, 'weight bearing' site.

Obligations

Brighton Council : The following amenities will be need to be provide by Brighton Council;-

- Access to a telephone line
- Access to wireless internet connection or ADSL phone line
- Power supply
- Garden area to be cordoned off during installation and dismantling
- 24 hr access for lorries during installation and dismantling
- Deliveries to shop during the exhibition period
- CCTV coverage and/or regular patrols by security
- Parking permits
- Electrician to oversee the installation

Natural History Museum

The following will be provided by the Natural History Museum:-

- Exhibition of photographic images of wildlife
- Retail outlet
- Team to install and dismantle the exhibition
- Transport of exhibition
- Staff to run and maintain the exhibition and shop

Project timescale for Brighton

Exhibition and shop to be installed 9 – 11th February 2010
Exhibition and shop open 12th February 2010 with a media launch
Exhibition and shop close 26th September 2010
Exhibition and shop dismantled 27 – 29th September 2010

Exhibition structure and design

The pictures can stand alone, and will each have individual wow factor – they will be colourful, evoke a connection, and be recognisable. The theme is positive, celebrating nature and full of positive stories.

The exhibition can be entered from any point.

The photographs will be printed at a large scale. Each unit will house one image (1.4 x 1.8m) with the overall size at approximately 3.0m tall and 2.0 metres wide. They will be completely weather proof and designed to withstand gale force winds. The units are linked together and will either be displayed in a line of four with supports at the back or in a square with a weight in the centre (See appendix 1). Should the images be displayed along the East Street Bastion they will be displayed in linear fashion with intermittent spacing attached or free standing by the seafront railings.



The total linear meter required for the images is around 180m (this does not include the 2m access gaps). The shop will require 64 sq m.

Three types of text will appear by each photo:

The basic information: Photo name, photographer and location of photograph.

The photographer's story: about taking the photo, to include some animal facts.

The tip: either a tip about taking photos, or a caretakers tip – a piece of information for family members to share.

Retail shop

The retail unit will be located along side the exhibition at all times and will sell a dedicated range of merchandise.

Opening hours will be from 9am – 9 pm at peak times (weekends and through the summer). Other times it will be open from 9 am – 7 pm.

The shop will have an onsite NHM manager, but the rest of the staff will be employed locally.



Proposed design of shop

Above is an image of the proposed design of the shop; however the size of the unit and the shape of the roof are still in discussion and the flags will not appear and the name across the front will change. Currently, the planned overall size of the unit is 6 x 6m. It will be secured at night and no money will be kept on site over night. It needs to be on level ground and we will await suggestions and recommendations on the exact location along the East Street Bastion.

Site requirements

The following amenities will be needed on site;-

- Access to a telephone line
- Access to wireless internet connection or ADSL phone line
- Power supply
- Garden area to be cordoned off during installation and dismantling
- 24 hr access for lorries during installation and dismantling
- Deliveries to shop during the exhibition period
- CCTV coverage and/or regular patrols by security
- Parking permits

Health and Safety

Health and safety of the site must be paramount at all times. Points for consideration and further discussion will include;-

- Cabling and wiring
- Generator
- Safety of structures
- Site log book

- Heating for the shop unit
- Security of the shop unit
- Health and safety of on site staff

Accessibility

Exhibition must be accessible to wheelchair users.

Waste Collection

The shop will create some waste, mainly recyclable material such as card board boxes. We will need to discuss the arrangements for a regular collection of the rubbish.

Storage

The exhibition will be transported either on wooden pallets or in crates (to be confirmed). These will need to be stored for the duration of the exhibition and would request that Brighton council provide safe storage for these.

Attractors

To attract passers by into the exhibition, we will require 'attractors, to be placed at key locations in the surrounding area. These will include an image and text giving passersby details of where the exhibition is located. We would require between 4 and 6 locations for example one near the station, one on the seafront and one on New Road.

Next steps

We would hope to get a confirmed decision from Brighton Council by mid April if possible although we understand that the Cabinet meeting does not meet until early May. This will include;-

- Landlord's consent to use East Street Bastion for the exhibition and shop
- Time scale for planning application
- Sign off from CMM meeting.

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 105
Brighton & Hove City Council

Subject: Sustainable Event Guidelines
Date of Meeting: 5 May 2009
Report of: The Director of Environment
Contact Officer: Name: Ian Taylor Tel: 292711
E-mail: ian.taylor@brighton-hove.gov.uk
Key Decision No.
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To review the research undertaken into the creation of a sustainable event management system and agree the timetable 'working towards BS 8901'.

2. RECOMMENDATIONS:

- 2.1 Members are requested to:-

2.1.1 Endorse the creation of a sustainable event management system for outdoor events.

2.1.2 Agree the timetable for the implementation of 'working towards BS 8901'.

3. BACKGROUND INFORMATION

- 3.1 The most common definition of sustainable development is 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.
- 3.2 British standard 8901 was launched within the events industry in November 2007 with the definition of 'an enduring, balanced approach to economic activity, environmental responsibility and social progress'.
- 3.3 It makes eminent sense for the council to be working towards attaining BS 8901. However, this needs to be done in a measured way, principally because:-

- There have been some teething problems with the standard resulting in a re-write currently taking place. A re-launch is expected in late 2009.
- There are a very small number of organisations (no Local Authorities) that have attained and are implementing BS 8901. Lessons are still being learnt throughout the events industry. Whilst we want to be at the forefront of this movement we do not want to be making everybody else's mistakes for them.
- It is important to co-ordinate these management systems across the council. We do not want, for example, different sets of criteria for events taking place in our parks than in our venues.

3.4 Officers have taken advice from our trade governing body, the National Outdoor Events Association, who recommend working towards establishing a policy in 2010, with review and audit in 2011 (letter from NOEA included as Appendix 1).

3.5 The proposed timetable for 'working towards BS 8901' is contained in the following matrix.

Phase	Description	Completion date	Actions	Notes
Phase 1	Planning	April 2010	<ul style="list-style-type: none"> • Write Sustainability policy • Stakeholder engagement • Set targets 	A policy with management buy-in which includes all our sustainability objectives. Communicate the policy to all those involved and affected. This may result in the need to re-evaluate objectives. Set targets that can be measured – KPI's (Key Performance Indicators).
Phase 2	Implementation	January 2011	<ul style="list-style-type: none"> • Manage supply chains and maintain communication • Document the system 	Require suppliers and contractors to conform to guidelines and provide ongoing communication and support. Keep records of the process and steps taken.
Phase 3	Evaluation	December 2011	<ul style="list-style-type: none"> • Monitor, evaluate 	Check that the management system is working to achieve objectives.

			<ul style="list-style-type: none"> • Review, learn 	Analyse results and adjust future targets and system accordingly.
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3.6 It is estimated that many organisations are already doing about 80% of what BS8901 requires. Within events taking place in Brighton and Hove there are many examples of sustainability issues already being addressed:-

- Noise pollution – a noise management plan is compiled and carried out by all major outdoor event organisers and monitored by the council’s noise team.
- Packaging/plastic bags – working with the British Heart Foundation participants in the London to Brighton Bike Ride are now rewarded with medals rather than ‘goodie’ bags. This has resulted in nearly 30,000 less plastic bags being produced/used.
- Local sourcing/employment – nearly all products and contractors brought in by the events office are sourced from within Brighton and Hove; caterers, barriers, marquees, security personnel, PA equipment, event crew and first aid staff are some of the resources found locally.
- Renewable energy – Solar energy, provided by a Brighton based company has been used at the Loop Digital Festival on Victoria Gardens and the BBC Springwatch event in Stanmer Park.
- Alternative fuels - Brighton Carnival discouraged the use of petrol and diesel powered vehicles as part of their annual parade. Vehicles powered by recycled chip fat, pure plant oil and electricity took part in the procession in 2008.

3.7 There are many sustainability issues, some of which are listed here. It is impossible to address all of them. The sustainability policy must identify priorities and objectives.

Employment/Economic	Resources	Legislation
Work conditions Maturity of market Work/life balance Local recruitment Diversity Profitability	Fair Trade Energy Materials Waste Cost control Depletion of natural resources Biodiversity Water	Food Safety Reputation Health & Safety Corporate manslaughter Pollution – noise light

An example of a possible guideline is included as Appendix 2.

4. CONSULTATION

- 4.1 The Culture, Tourism & Enterprise Overview and Scrutiny Committee considered a report on Sustainable Event Guidelines at the meeting on 30th March 2009.

The CTEOS Committee welcomed the report and while disappointed with the timescale, recognised the benefit of working towards the British Standard. Requests were made for waste and recycling to be a focus of the guidelines. The measurement of vehicle emissions was also highlighted as an important performance indicator for sustainable events. In addition, it was requested that events at indoor venues are also incorporated into the guidelines.

- 4.2 This is a for information report. Once the timetable is agreed consultation will be undertaken as referenced in 3.5.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 There is no direct additional expenditure in implementation of this policy. All phases will be completed within existing staff resources and budgets.

Derek Mansfield

20th March 2009

Legal Implications:

- 5.2 There are no direct legal implications arising from the proposal to work towards achieving BS8901. The standard follows the traditional management model of “plan – do – check – act” and shares common

management system processes with the ISO 9001 Quality Management standard and the ISO 14001 Environmental management standard. Achieving the standard may enable the council to identify opportunities to improve efficiency and cut costs as well as helping it enhance its reputation and brand image.

Bob Bruce

16th March 2009

Equalities Implications:

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

Sustainability Implications:

- 5.4 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy. This report addresses these issues.

Crime & Disorder Implications:

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

Risk and Opportunity Management Implications:

- 5.6 All major events are subject to a full site-specific risk assessment.

Corporate / Citywide Implications:

- 5.7 Any events taking place on council land will ultimately need to comply with this sustainability policy.

6. EVALUATION OF ANY ALTERNATIVE OPTION (S)

None.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To create a sustainable event management system for outdoor events.

SUPPORTING DOCUMENTATION

Appendices:

1. Supporting letter from the National Outdoor Events Association.
2. Example of sustainability guidelines.

Documents in Members' Rooms:

None

Background Documents:

1. None



National Outdoor Events Association

Dear Mr. Taylor

I am writing to you to follow up recent discussions in regards to sustainability and events management.

As Vice President for the National Outdoor Events Association (NOEA), I have had the opportunity over the last three years to be a member of the British Standard Committee which consults for BS8901 (Events management and sustainability)

My first impression is that Brighton and Hove City Council Events Department is working very well in terms of BS8901, and embraces the philosophy surrounding environmental, social and economic impact.

It is important to remember that BS8901 is being rewritten at the moment, in order to be able to move this process forward to an international ISO status. As such, the standard itself and guidance documents are currently in a state of flux. Any company or organisation wishing to take on the standard now would be working with it in its embryonic stages. In short, there is still some way to go for the standard and those wishing to follow it. Guidance is currently being written by myself and others, which will assist this process.

The status of any organisation wishing to follow BS8901 would currently be 'working towards the standard'. It is possible to be audited to accreditation of BS8901, but my advice with current changes is not to do this yet.

My recommendation to you at this time is to review timelines with the policy to be working towards by 2010, and to audit by 2011

In order to show working towards status, there is a need to engage all suppliers and event organisers providing services to the Events Department. This process must also include stakeholders, such a multi agency, top level management, and other departments and Brighton & Hove.

It will then be necessary to work from guidelines to provide a maturity matrix and sustainability policy, from which you can start working towards BS8901. As I am sure you will envisage, this will all take some time.

The emphasis of BS8901 is continual improvement, and therefore is a process which spans over years for any organisation.

In 2009, my advice to you would be to begin to engage stakeholders and also to seek trained in the area. There is a very valuable course available on 'getting started' with online tools, and I have sent these details separately to you. London 2012 has also provided guidelines for sustainable events, which are worth reviewing.

<http://www.london2012.com/news/archive/2009-02/london-2012-aims-to-inspire-with-guidelines-for-sustainable-events.php>

BS8901 requires understanding from within any organisation, and can become technically tricky!

You have my commitment for working towards and implementation of policies for Brighton and Hove City Council

Yours sincerely

Annemarie Chebib
Vice President of NOEA
Managing Director of Select Security & Stewarding Ltd

Transport

Reduce need for travel:

- Consider whether video or teleconferencing is a viable alternative
- If not, consider where delegates are travelling from and choose a location which minimises the requirement for travel, particularly by plane/car
- Recommend accommodation within walking distance of event venue or use a venue which also offers accommodation

Reduce the impacts of travel by offering a travel plan:

- Try to find venues close to public transport and promote the available public transport links to delegates. Provide a link to a travel site such as the DfT's Transport Direct: <http://www.transportdirect.info/>
- Provide a link to a map such as www.streetmap.co.uk (or, if in London, <http://journeyplanner.tfl.gov.uk/>) and tell delegates how they can reach the venue on foot
- Promote and/or provide cycling facilities, such as local cycle lanes & routes and bike racks
- If venue is not in walking distance of public transport, offer a shuttle service or encourage taxi-sharing
- Limit the number of car parking spaces available, and provide them only to those who are unable to travel by public transport
- For those travelling by car, encourage car-sharing: put delegates in touch with others travelling from the same areas so they can share cars. This networking opportunity can also add value to delegates
- Offset staff and delegate carbon emissions or encourage delegates to offset their own emissions – a British Standard on carbon offsetting is due to be published in autumn 2007

Top tip: Use low emission vehicles such as hybrid cars if possible.

