





**Brighton & Hove
City Council**

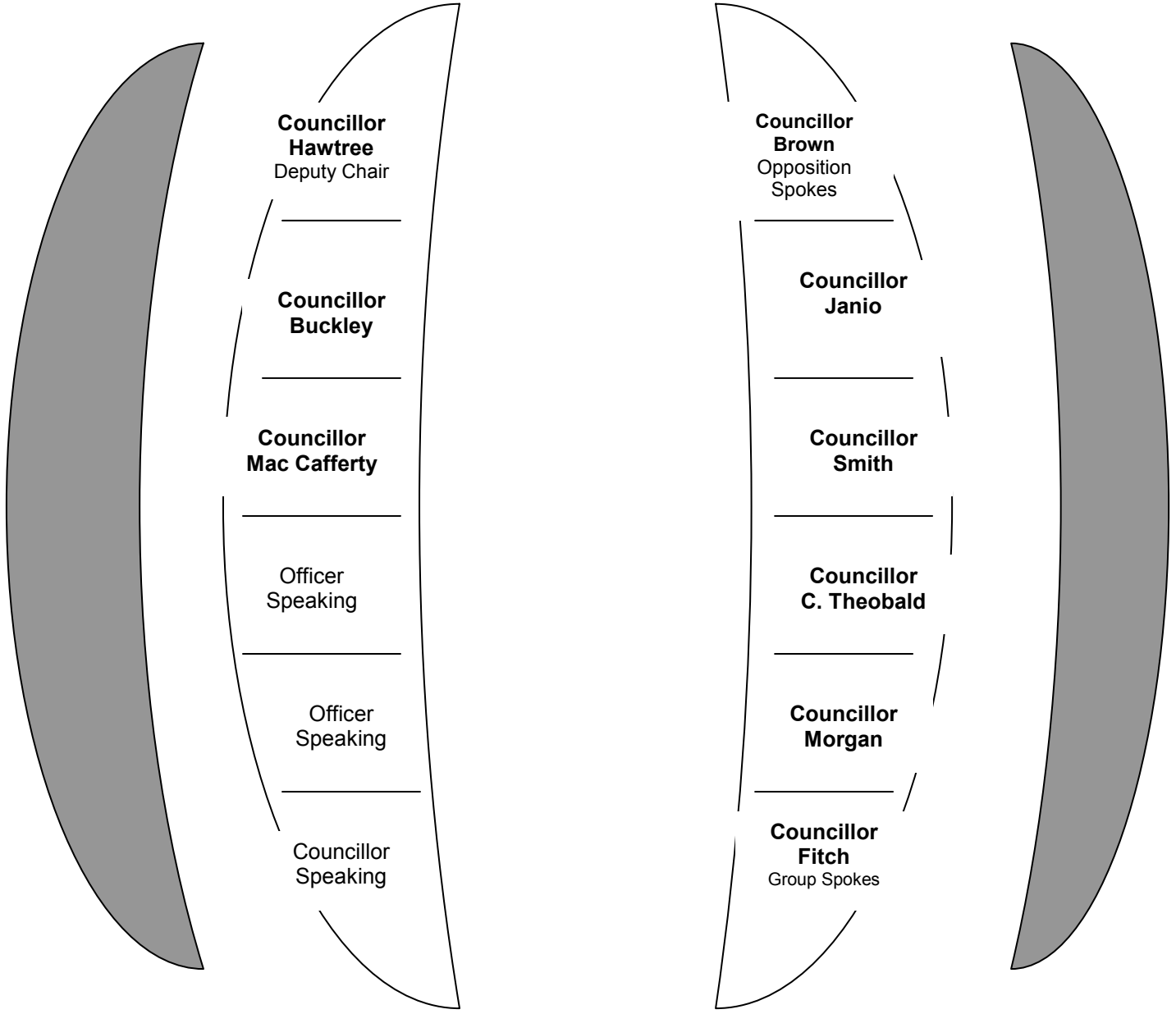
Economic Development & Culture Committee

Title:	Economic Development & Culture Committee
Date:	14 November 2013
Time:	4.00pm
Venue	Council Chamber, Hove Town Hall
Members:	Councillors: Bowden (Chair), Hawtree (Deputy Chair), Brown (Opposition Spokesperson), Fitch (Group Spokesperson), Buckley, Janio, Mac Cafferty Morgan, Smith and C Theobald
Contact:	Penny Jennings Democratic Services Officer 29-1065 penny.jennings@brighton-hove.gov.uk

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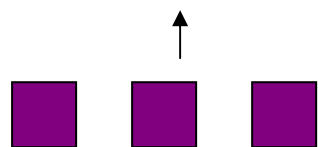
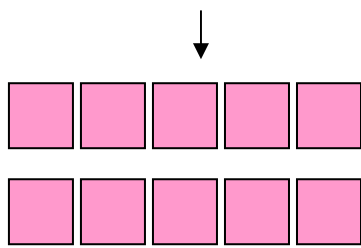
Democratic Services: Economic Development & Culture Committee

Assistant Chief Executive/ Executive Director	Councillor Bowden Chair	Legal Officer	Democratic Services Officer
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Public Speaker	Public Speaker
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Public Seating



Press

AGENDA

PART ONE

Page

32. PROCEDURAL BUSINESS

(a) Declaration of Substitutes: Where Councillors are unable to attend a meeting, a substitute Member from the same Political Group may attend, speak and vote in their place for that meeting.

(b) Declarations of Interest:

- (a) Disclosable pecuniary interests not registered on the register of interests;
- (b) Any other interests required to be registered under the local code;
- (c) Any other general interest as a result of which a decision on the matter might reasonably be regarded as affecting you or a partner more than a majority of other people or businesses in the ward/s affected by the decision.

In each case, you need to declare

- (i) the item on the agenda the interest relates to;
- (ii) the nature of the interest; and
- (iii) whether it is a disclosable pecuniary interest or some other interest.

If unsure, Members should seek advice from the committee lawyer or administrator preferably before the meeting.

(c) 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 Two 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.

33. MINUTES

1 - 18

To consider the minutes of the meeting held on 19 September 2013 (copy attached).

34. CHAIR'S COMMUNICATIONS

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

35. CALL OVER

- (a) Items (36 – 42) will be read out at the meeting and Members invited to reserve the items for consideration.
- (b) Those items not reserved will be taken as having been received and the reports' recommendations agreed.

36. PUBLIC INVOLVEMENT

To consider the following matters raised by members of the public:

- (a) **Petitions:** to receive any petitions presented to the full council or at the meeting itself;
- (b) **Written Questions:** to receive any questions submitted by the due date of 12 noon on the 6 November 2013;
- (c) **Deputations:** to receive any deputations submitted by the due date of 12 noon on the 6 November 2013.

37. MEMBER INVOLVEMENT

To consider the following matters raised by councillors:

- (a) **Petitions:** to receive any petitions submitted to the full Council or at the meeting itself;
- (b) **Written Questions:** to consider any written questions;
- (c) **Letters:** to consider any letters;
- (d) **Notices of Motion:** to consider any Notices of Motion referred from Council or submitted directly to the Committee.

38. TOURISM ADVISORY BOARD

19 - 30

Report of the Assistant Chief Executive (copy attached)

Contact Officer: Adam Bates *Tel:* 29-2600
Ward Affected: All Wards

39. SPORT AND PHYSICAL ACTIVITY STRATEGY 2013-2018

31 - 96

Report of the Assistant Chief Executive (copy attached)

Contact Officer: Ian Shurrock *Tel:* 29- 2084
Ward Affected: All Wards

40. MAJOR EVENTS - CONSENTS

97 - 100

Report of the Assistant Chief Executive (copy attached)

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

Contact Officer: Ian Shurrock Tel: 29-2084
Ward Affected: All Wards

41. FUTURE PLANS FOR PRIDE 101 - 112

Report of the Assistant Chief Executive (copy attached)

Contact Officer: Richard Tuset Tel: 29-5514
Ward Affected: Preston Park

42. MAJOR PROJECTS UPDATE 113 - 130

This is a standing item and provides an opportunity for officers to update the Committee on relevant issues (copy attached)

43. ITEMS REFERRED FOR COUNCIL

To consider items to be submitted to the 12 December 2013 Council meeting for information.

In accordance with Procedure Rule 24.3a, the Committee may determine that any item is to be included in its report to Council. In addition, any Group may specify one further item to be included by notifying the Chief Executive no later than 10am on the eighth working day before the Council meeting at which the report is to be made, or if the Committee meeting take place after this deadline, immediately at the conclusion of the Committee 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 Penny Jennings, (29-1065), email penny.jennings@brighton-hove.gov.uk or email democratic.services@brighton-hove.gov.uk

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

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BRIGHTON & HOVE CITY COUNCIL

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

4.00pm 19 SEPTEMBER 2013

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillors Bowden (Chair) Hawtree (Deputy Chair), Brown (Opposition Spokesperson), Cox, Fitch (Group Spokesperson), Buckley, Mears, Morgan, C Theobald and Wakefield

PART ONE

16. PROCEDURAL BUSINESS

16a Declaration of Substitutes

16.1 Councillor Wakefield was in attendance in substitution for Councillor Mac Cafferty, Councillor Mears was in attendance in substitution for Councillor Smith and Councillor Cox was in attendance in substitution for Councillor Janio.

16b Declarations of Interest

16.2 Councillor Buckley declared a personal but non prejudicial interest in Item 24, "South Portslade Industrial Estate and Aldrington Basin Development Brief" by virtue of her position as the Council's representative on the West Pier Trust. It was confirmed that this did not constitute a prejudicial interest.

16.3 Councillor Mears declared a personal but not prejudicial interest in Item 28, "Major Projects and Regeneration Team Project Update", in relation to the Open Market.

16c Exclusion of the Press and Public

16.4 In accordance with Section 100A of the Local Government Act ("The Act"), the Economic Development and Culture Committee considered whether the public should be excluded from the meeting during consideration of any item of business on the

grounds that it is likely in view of the business to be transacted or the nature of the proceedings, that if members of the public were present during it, there would be disclosure to them of confidential information as defined in Section 100A(3) of the Act.

- 16.5 **RESOLVED** – That the press and public be excluded from the meeting during consideration of item 30 on the agenda Saltdean Lido, exempt under category 3.

Note – Members noted and took account of the contents of the appendix in making their decision but did not discuss its content in closed session.

17. MINUTES

- 17.1 **RESOLVED** – That the Chair be authorised to sign the minutes of the meeting held on 20 June 2013 as correct record.

18. CHAIR'S COMMUNICATIONS

- 18.1 The Chair explained that although he would be referring to a few highlights as part of his communications a full text in respect of recent and upcoming events would be recorded in the substantive minutes of the meeting. The Chair referred specifically to the Guernica sewing event and to the various "Pride" events which had taken place. The remainder are set out in the minutes for information.

Economic Development

- 18.2 The first London Road Portas Pilot newsletter the 'London Road Trader, was now available and would provide regular updates on the work being done to support the London Road shopping and leisure offer. This information would help to inform plans for marketing and promotion activities in the coming months. More information could be obtained by contacting Joe Nichols at: - joe.nichols@brightonportas.com

Libraries

Remaking Piacasso's Guernica public sewing events Sunday July 16 and 23 Jubilee Library

- 18.3 A range of partners including Amnesty International, the University of Brighton and Women's International League for Peace and Freedom had held two participatory sewing events on consecutive Sundays at Jubilee Library, to recreate a tapestry of Picasso's Guernica.

Full feedback and further information on the project:

<http://remakingpicassosguernica.wordpress.com/2013/06/09/public-sewing-events-at-the-jubilee-library-in-brighton/>

Pride Literature Tent. August 3 2013

- 18.4 Following a successful Arts Council bid the first ever literature tent had been delivered at Pride 2013 by Brighton & Hove City Libraries in partnership with East Sussex Libraries. A range of authors had presented during the day followed by an open mic event to

encourage new talent. Detailed monitoring and feedback information was available but the basic figures were that 1706 people had attended; 100 feedback forms had been returned and completed and 78 people joined the mailing list for future events.

Customer comments included:

- Fantastic event, inclusive, interesting and a haven of inspiration, humour and some politics - much needed at pride.
- Very good for Brighton Libraries, well done to the organisers.
- A fantastic & popular event - well done. The only truly accessible event too - signers!!
- Fantastic to have a cultural event
- Attracted a demographic that wouldn't usually find anything for them.

- 18.5 Councillor C Theobald commented that the Pride Festival and activities associated with it had been very well organised, the parade itself had flowed very well around the city, notwithstanding that there had been a long queue to get into the event at Preston Park itself and that she hoped that this issue could be resolved for future years. The Chair explained that delays in entering the park had arisen as a result of a power cut.

Summer Reading Challenge (SRC)

- 18.6 The annual Summer Reading Challenge which celebrated reading for pleasure with incentives encouraging children to keep up their reading skills and confidence during the summer holidays had just come to an end.
- 18.7 Based on the 'Creepy House' scheme it had been particularly spectacular and engaging and was likely to have been one of the most successful ever. The last weekend of the project on Saturday September 7 and Sunday September 8 had co-incided with the release of the new Origami Yoda book, "The Surprise Attack of Jabba the Puppet!" with the chance to win a signed copy of the new book for folding the best origami character
- 18.8 A particular success of the project had been the very effective young persons volunteering programme delivered by the Libraries Children and Young People's team with 25 young volunteers helping deliver the programme
- 18.9 City Reads had been launched featuring "Guards. Guards" by Terry Pratchett and had included installation of a dragon in Jubilee Library. This was being delivered in partnership with Same Sky, the overall programme would see a range of events and participative activities across the city for people of all ages.

Royal Pavilion & Museums

- 18.10 The Visitor Information Centre (VIC) at the Royal Pavilion would close on 26 September when a number of Visitor Information points would be set up throughout the city including points at the Brighton Centre Box Office, the Royal Pavilion Shop and Jubilee Library.
- 18.11 The area vacated by the VIC would be taken up by the Royal Pavilion shop with a new Cafe opening in part of the existing shop at the end of October to be known as The

Pavilion Tea Co. This would give the Royal Pavilion a street level catering outlet which could be visited without paying admission to the Royal Pavilion, and would provide the opportunity for further income generation.

Tourism & Venues

- 18.12 With the three conferences at the Brighton Centre in September including the Labour Party Conference the total estimated economic impact on the city for this month would be £16.8m.

Summer Trading Patterns

- 18.13 Unique visitors (that's different people) to the city's official tourism website, www.visitbrighton.com, had totalled over 625,000 for the period covering June, July and August. This was an increase of more than 100,000 on the same period in 2012. July 2013 had been the busiest month ever for the website with over 225,000 people visiting the site, amassing over 1million 'page views'.
- 18.14 Whilst the great weather had obviously helped attract visitors to the city, anecdotally accommodation providers had indicated that they had also seen a rise in international visitors, particularly from the city's core northern European markets (especially Germany) reflecting the dedicated media & PR work that had been done in those markets.

Awards

- 18.15 After being highlighted as the UK "worst" resort (for being too 'bohemian' and 'trendy') in a recent - and somewhat dubious - online survey, Brighton & Hove had been recognised as the UK's Best Resort at the Group Leisure Awards 2013. These were the UK's leading awards voted for by group organisers & coach companies.

Culture

Japanese Festival

- 18.16 The Japanese Festival currently taking place on the Old Steine had received thousands of visitors so far. A successful Ace Cafe motorcycle run had taken place on Sunday with an estimated 15, 000 participants and the Food and Drink Festival on Hove Lawns.
- 18.17 The city's Digital Festival had been running successfully that week, hundreds of events had been held at a wide range of venues across the city.

Sports and Leisure

Withdean Stadium – new athletics track

- 18.18 With the help of Sport England Olympic legacy funding, the athletics track at Withdean Sports Complex was currently being replaced with a new state of the art track and an electronic timing system. The new track would be ready for use in October and was a great example of how the Olympic legacy was being delivered in Brighton & Hove. An

opening event including a fun run will be held on 26th October to celebrate this fantastic new facility.

Ping 2013 – £10,000

- 18.19 Sport England Funding was sourced following the success of Ping 2012 and Ping 2013 had been received with equal enthusiasm across the city. The number of tables available for free play had risen to over 40, increasing the opportunities for more people to get involved. There had been a dedicated volunteer team and a programme of 17 events over 5 weeks. The tables had been very busy throughout the summer months with numbers at some events totalling 50 plus. Over 300 people had attended the opening event in Jubilee Square which was filmed by Meridian Today for its afternoon news show. Table Tennis encouraged participation from a wide range of people from complete beginners through to elite players, with the turn up and play for free ethos offering the flexibility to fit in with today's busy lifestyles. The tables continued to be used throughout the year and had encouraged the formation of informal community groups coming together to play, socialise and have fun whilst being active.
- 18.20 Working in collaboration with partners and community clubs over 1000 children and young people had taken part in over 60 different activities during the Summer holiday and we hope will continual being active.

City Sports and Physical Activity Awards 2013

- 18.21 Nominations were now in and the panel were meeting that week to decide on the winners. The celebration event would take place at the Pavilion on 23rd October.
- 18.22 The Color Run had had its first event in Brighton this month and had been very successful with over 6,000 entries predominantly female. The total estimated economic impact of this new event on the city had been just over £230,000.
- 18.23 **RESOLVED** – That the report be received and noted.

19. CALL OVER

- 19.1 All items on the agenda were called for consideration.

20. PUBLIC INVOLVEMENT

20a Petitions

Save Badgers Tennis Club

- 20.1 The Committee considered a report of the Head of Legal and Democratic Services detailing a petition received and forwarded from the meeting of Council on 18 July 2013 in the following terms:

“We, the undersigned, including local residents and members of Badgers Tennis Club, call on Brighton and Hove City Council to retain the Badgers Tennis Club site in Church Place, Kemp

Town as a site for leisure, recreation and sport and not to allow it to be developed for housing or any other use.”

(564 signatures)

20.2 Mrs Linda Miller , the lead petitioner spoke in support of the petition setting out the recent past history of the site and the current position., explaining that the present position whereby the tennis club had been offered a longer term lease which gave a measure of security to the tennis club had arisen as a direct result of the publicity generated by the petition. In reality however, it represented little more than a stay of execution.

20.3 The Chair, Councillor Bowden responded in the following terms:

“To date no planning application has been received for development of this privately owned site. If and when an application is received it will be subject to the usual statutory publicity and any representations received in response will be considered as part of the determination process.

Planning policy in the Local Plan and the submission City Plan aims to protect sports facilities and places an onus on owners and potential developer to demonstrate that they have met the tests in the policy. The policy requires (amongst other things) that any developer demonstrates that the land is not important open space; that there is no local deficiency in outdoor recreation space; that the land can be retained for recreation if part of the site is developed or the land has been marketed at a price that reflects its use and condition for at least a year.”

20.4 **RESOLVED** – That the content of the petition and the Chair’s response be received and noted.

20b Written Questions

(i) Future Use – Hove Park Depot

20.5 The following written question had been submitted in advance of the meeting by Ms V Paynter:

“The 26 April, 2010 Children & Young People Committee agenda, at 3.16 confirmed that Hove Park’s Depot enjoys protected use under covenant. There is an historic failed indoor bowls application for the site; and now seizure is sought for a Government –run, new build Free School. Adjacent on three sides are City Park, the only employment site in Hove to be given Article 4 protection, the 5 – times over Listed Engineerium and the Miniature Railway, with its leasehold control of that section of the park.

Why has no planning brief ever been prepared for this important site and can we have one now?”

20.6 The Chair, Councillor Bowden responded in the following terms:

“Whilst acknowledging this is an important site, the priorities for production of briefs are set out in the business plan for the directorate. These are intended to facilitate appropriate development of sites critical to the strategy for development set out in the City Plan. It is essential that we produce these briefs for key sites such as Toads Hole Valley.

We will take into consideration the request for a brief for this site when prioritising the work14/15.”

- 20.7 Following the Chair’s response Ms Paynter stated that there were a number of sensitive sites around the city and enquired whether and what consideration would be given to seeking to protect these sites, citing the Sackville Estate as an example.
- 20.8 The Chair explained that this went beyond the subject of the original question, but noted what had been said by the Head of Planning and Public Protection in terms of a balance needing to be found when updating the City Plan. The Plan was due to be updated in 2014/15, further consideration would be given to sites to be included at that time.
- 20.9 **RESOLVED** – That the content of the question and the Chair’s response be received and noted.

(ii) i360 – Progress

- 20.10 The following written question had been submitted in advance of the meeting by Mrs S Montford on behalf of the Brighton Society:

“The area of the seafront opposite Regency Square is suffering from serious blight as a result of the failure of the i360 developers to start work on their scheme for an observation spire. How long does the Council intend to wait for developers to find the capital they need, and if they fail to start construction within that timescale, when and how does the Council expect the blight to be alleviated.”

- 20.11 The Chair, Councillor Bowden responded in the following terms:

“The area directly opposite Regency Square is land under the ownership of the West Pier Trust and is therefore not directly under council control. The Council *does* own the land to either side, which is often referred to as the “old paddling pool site” (to the East) and “the old boating lake” (to the West). The i360 project will incorporate hard landscaping to both of these areas but the i360 itself and the Heritage Centre will be erected on land which is retained by the West Pier Trust.

Despite this situation, significant funding, is being allocated from the Council’s Local Transport Plan capital programme to undertake essential strengthening to support the promenade pavement and the road above it and this will enable the re-instatement of the arches on both sides of the old West Pier site and allow them to be brought back into use.

It is expected that the total cost of the works will be approximately £4 million by the time of final completion in 2014/15.

While this work would have taken place in conjunction with the i360 building works, it will now be completed in advance. Work to the western side has progressed significantly and the new arches which re-instate the original Victorian construction (but with a larger interior) will be marketed in the New Year to small businesses.

Work to the eastern side will start this month. This will provide new beach chalets to be let on a long lease. Both of these important initiatives will bring a much needed boost to this area of the seafront. They will also ensure there is activity and interest during the winter months. This will also assist businesses in the area who have more difficult trading conditions during the winter season.

In terms of the i360 project, there is work that could be further explored with the West Pier Trust *if* there is significant delay to the project. Some of this has already commenced. There is an initiative underway to resolve the appearance and dismantle the portacabin which is no longer being used by the West Pier Trust. The Council is also informed that the Trust are planning re-decoration and some clearing of the site in the Autumn. They have informed the Council they will be calling upon their membership to assist with this and intend to launch this at their AGM in a few weeks time.”

- 20.12 **RESOLVED** – That the content of the question and the Chair’s response be received and noted.

Presentation by David Marks i360

It was noted that the Schedule detailing current progress in respect of City Regeneration Projects (Item 28) included reference to the i360 project. The Chair explained that he was aware that Mr David Marks of Marks Barfield (the developers) was present at the meeting and considered that it was appropriate for him to address the Committee in respect of the current position.

- 20.13 Mr Marks stated that he was glad to be afforded the opportunity to speak and to describe the work that had been going on behind the scenes to secure delivery of the i360. Mr Marks explained that in July of the previous year in the wake of the continuing global financial crisis, the council had agreed to provide a loan, to help unlock the stalled i360 project, Marks Barfield had also put funding towards the scheme, as had an ethical venture capital firm and the Coast to Capital Local Enterprise Partnership.
- 20.14 Notwithstanding that the private sector investment partners had also remained committed to the scheme for a considerable period of time and had expressed their pleasure that a way forward had been found they had subsequently very reluctantly withdrawn within weeks of work due to start on site. They had explained that the reasons for that had more to do with the market and market sentiment for their funds than the project which was considered to be resilient and financially viable.
- 20.15 Having discussed the situation with council’s officers and the LEP, the developers had resolved to solve the problem by seeking other private sector investors to plug the gap. He wanted to re-iterate that the whole i360 team were committed to the project. A lot of

work had taken place to secure another investor. This took time as once an investor had been identified and was interested in the project they would need to review and carry out due diligence on over 100 separate documents plus drawings and specifications before they could sign off internally on the investment. After a slow down over the summer months he was pleased to be able to report that the developers were currently in discussion with 3 separate investor groups.

- 20.16 Councillor Hawtree stated that he considered it was important to clarify that the “loan” referred to would be secured by the Council by accessing borrowing externally at preferential rates and then passing it on at commercial rates to the developer. To date no funds had been drawn down under that arrangement and the Council had not applied its own funds either. To date there had been no cost or risk to Council taxpayers of Brighton and Hove.
- 20.17 Councillor Mears stated that notwithstanding all that had been said the Council had lent its support to the principal of the scheme over a number of years. There were ongoing issues which needed to be resolved and there was an expectation that works should commence on site in the foreseeable future, with a reasonable timeframe for completion the scheme to be given. Councillor Cox concurred and enquired regarding the costs to the Council so far in renovating that area of the seafront to date including work to the arches and the total cost for completion of those works. It was explained that the works would cost £4m to complete and that a written breakdown would be provided for Councillor Cox and for Members of the Committee.
- 20.18 The Executive Director, Environment, Development and Housing stated that regular update meetings took place in order to ensure that the project moved forward and guidance was given as appropriate. Although concrete date(s) could not be given as yet preparatory works had been undertaken in anticipation of commencement of the main scheme.
- 20.19 **RESOLVED** – That the current position be noted.

20c Deputations

Medina House Planning Brief

- 20.20 A Deputation was presented by Mrs T Bahcheli in respect of the Planning Brief for Medina House. The Deputation was presented in the following terms:

“The deputation supports the planning brief in broad terms. It will express support for the principle to retain and convert Medina House, and that any new building will not overpower Medina House.

It will express support for the recognition of the part Medina House plays in the character and appearance of the conservation area, as well as the qualities of the building itself.

It will support the work undertaken by the City Council and Cluttons on proving the viability of a scheme that maintains Medina House.

We will support the recognition given the protection of neighbour amenity at the site.

We raise the question of the policy context, and the replacement of Local Plan policies with City Plan policies, as and when they are adopted. The brief relies on detailed Local Plan policies at present.”

20.21 The Chair, Councillor Bowden responded in the following terms:

“The support given to the Medina House Planning Brief is welcomed. The local plan policies that are referred to in the brief will indeed be replaced in due course when the Local Plan is superseded by the City Plan part 2 document. Work on the City Plan Part 2 is due to commence in 2016 and it is anticipated that Local Plan policies dealing with historic environment and design issues, such as those quoted in the brief, will be effectively transferred to the new City Plan Part 2.

The council is confident that there will not be a policy void and that Medina House will continue to benefit from appropriate policies during the future preparation of planning documents and the replacement of the Local Plan. “

20..22 **RESOLVED** – That the content of the Deputation and the Chair’s response be noted and received.

21. MEMBER INVOLVEMENT

21a Petitions

21.1 There were none.

21b. Written Questions

21.2 There were none.

21c Letters

21.3 There were none.

21d Notices of Motion

21.4 There were none.

22. WITHDEAN SPORTS COMPLEX – CLIMBING WALL

22.1 The Committee considered a report of the Assistant Chief Executive and the Executive Director Finance and Resources detailing a proposal to install a new climbing wall in the indoor tennis centre at Withdean Sports Complex. The proposed climbing wall would occupy the space of one of the three indoor tennis courts. It was confirmed that the two remaining courts would still be available for use.

- 22.2 Councillor Brown welcomed the proposal stating that she considered the proposed location for the climbing wall was excellent and that it would be an asset and would attract new users to Withdean. Confirmation was sought however that this would not have a negative impact on the existing tennis provision. The Head of Leisure explained that very careful consideration had been given to existing tennis provision and use to ensure that installation of the climbing wall would not be detrimental.
- 22.3 Councillor Hawtree also welcomed the proposal stating that he hoped it would be possible to investigate whether other locations in the city might be suitable for provision of similar facilities.
- 22.4 Councillor Fitch stated that he considered this provision, part of on going modernisation would be beneficial.
- 22.5 **RESOLVED** - That Economic Development & Culture Committee;
- (i) Approves the installation of a new climbing wall at Withdean Sports Complex to be operated by High Sports Ltd; and
- (ii) Notes that, to implement recommendation (i) if agreed, the council will grant a lease direct to High Sports Ltd under powers delegated to the Head of Property and Design; and consequential amendments to the Sports Facilities Contract with Freedom Leisure will be managed and implemented under powers delegated to the Assistant Chief Executive.

23. SALTDEAN LIDO

- 23.1 The Committee considered a report of the Assistant Chief Executive detailing the recent history and setting out the current position in respect of Saltdean Lido. It was noted that at its meeting held on 20 September 2012 the Committee had requested that they should be notified of the outcome of the marketing exercise for the Saltdean Lido Complex in advance of the matter being given full consideration by the Policy and Resources Committee. The report provided the Committee with details of the outcome of that marketing exercise. Commercially sensitive information in relation to the exercise had been provided to Members separately and could be considered in closed session if necessary.
- 23.2 It was explained that on 24 January 2013, approval had been given by the Policy and Resources Committee to marketing of a 50 year full repairing lease for the Saltdean Lido Complex, including the operation of the Lido pools and the provision of additional community facilities. The aim of the lease was to achieve a long-term viable future for the facility.
- 23.3 Councillor Brown stated that she was pleased that matters were moving forward in respect of this site commending the tireless hard work of the "Save Saltdean Lido" group in seeking to bring the Lido back into community use, she wished them every success with their heritage lottery bid.
- 23.4 Councillor Mears stated that she was delighted with the progress that had been made. Everyone had worked very hard, the Council and Community had worked together and

this represented a tremendous opportunity and an exciting point in the process. Notwithstanding that the building was in a poor state of repair and a number of issues remained to be resolved, none of them were insurmountable. Councillor C Theobald concurred with all that had been said by Councillors Brown and Mears and stated that she looked forward to receiving further updates on the progress being made.

23.5 Councillor Hawtree welcomed the progress that had been made. Although there would continue to be a number of challenges moving forward and it would take time to get things right, things were clearly moving in the right direction.

23.6 Councillor Fitch supported the work that had taken place to date whilst recognising that there was a long way to go. He was pleased to note that the Council was going to continue to liaise with and support the preferred group in their bid process.

25.7 The Chair, Councillor Bowden echoed all that had been said by his fellow Committee Members commending the excellent work that had been done to date and would undoubtedly be on going. It should not be lost sight of that the Council had spent a considerable sum in taking action to secure surrender of the lease and inworking with the community to bring the matter to its current point. It was regrettable that it had not yet been possible to re-open the pool.

23.8- **RESOLVED** – (1) That the Committee notes that the council's provisional preferred bidder for a lease of the Saltdean Lido Complex is the Saltdean Lido Community Interest Company and that the reserve bidder is Freedom Leisure;

(2) That the Committee notes that a further report recommending that Saltdean Lido Community Interest Company as the preferred bidder will be considered by Policy & Resources Committee, providing that remaining issues identified in the bid evaluation are satisfactorily resolved; and

(3) That the Committee notes that if the remaining issues cannot be satisfactorily resolved with the Saltdean Lido Community Interest Company, negotiations will take place with Freedom Leisure as reserve bidder with a view to recommending to Policy & Resources Committee that they be substituted as the preferred bidder1)

24. SOUTH PORTSLADE INDUSTRIAL ESTATE AND ALDRINGTON BASIN DEVELOPMENT BRIEF

24.1 The Committee considered a report of the Executive Director, Environment, Development and Housing which presented for final approval a development brief for the South Portslade Industrial Estate and Aldrington Basin at Shoreham Harbour.

24.2 It was noted that the Brief had been prepared to give planning guidance to guide investment and interest from developers in those areas in advance of more formal planning documents which were under preparation. The planning brief reflected a realistic approach to regeneration following a re-appraisal of previous larger-scale proposals for the whole of Shoreham Harbour. The draft brief had been approved for consultation at a meeting of this Committee in January 2013. The Brief had been subject to several rounds of public consultation as well as a Sustainability Appraisal. A copy of

the Development Brief was attached as Appendix 1 and a summary of points made and the Council's response was contained in Appendix 2.

24.3 It was noted that a submission prepared by Councillor Peltzer Dunn one of the Local Ward Councillors detailing his views and concerns had been circulated to Members prior to the meeting.

24.4 Councillor Brown circulated a proposed Conservative amendment which had been seconded by Councillor Fitch

"2.1 Amendment: That the Economic Development and Culture Committee notes the summary of the Consultation Statement and approves the "South Portslade Industrial Estate and Aldrington Basin Development Brief" (subject to recommendation 2.2 below) as a material planning consideration in the assessment of development proposals and planning applications.

2.2 That in relation to Aldrington Basin, on the South side of Kingsway, in order to protect the amenity of the West Hove townscape, any development shall not exceed the height of the recently built Vega flats and that the planning brief be amended accordingly."

24.5 In introducing the report the Head of Planning and Public Protection explained that he was also proposing that an amendment be made to the recommendations set out in the report which he hoped would address the issues raised by Councillors Peltzer Dunn and Brown. issues raised. Page 73 of the development brief against the heading SPAB29; Building heights and townscape considerations he proposed that the following footnote be added:

"For the purposes of this development brief a single storey is considered to be 3 metres in height."

24.6 The Head of Planning and Public Protection sought confirmation from Councillor Brown as to whether his proposed amendment addressed her concerns. She replied that she did not consider that they did in their entirety and that she wished her proposed amendment to be put to the Committee for its consideration. Councillor Brown explained that whilst broadly welcoming the development brief, she was none the less concerned that it was ensured that the necessary mitigation works were undertaken to the surrounding road network. In the absence of these works she did not consider that the potential development proposed would be viable.

24.7 The Legal Adviser to the Committee sought confirmation from the Head of Planning and Public Protection that the proposed amendment could be supported in planning policy terms and he stated that he did not consider that it was, bearing in mind that the site was sensitive and there needed to be a tie in with Adur and Worthing Councils. He considered however that it would be appropriate for a footnote to be added which would enable the planning brief to be amended in order to avoid discrepancies between the Committees' Resolution and the wording contained in the planning brief itself.

24.8 Councillor Mears stated that in her view it was important to have a strong and robust approach. In the past some £3m of public money had been spent by SEEDA (now

defunct) only for the plans devised to go back to the drawing board. Councillor Mears was pleased to note the progress that had been made and hoped that speedy solutions could be found to the remaining issues.

24.9 Councillor Hawtree stated that he considered that as there were a number of issues to be addressed, the process was a lengthy one. He considered that it was important to take the long view. The site had great potential and if carried forward in the right way this would encourage and facilitate the appropriate schemes in coming forward.

24.10 The proposed amendment was then formally put by the Chair including the additional words suggested by the Head of Planning and Public Protection Members voted unanimously to approve the recommendations set out below:

24.11 **RESOLVED** – (1) That the Economic Development & Culture Committee notes the summary of the Consultation Statement and approves the “South Portslade Industrial Estate and Aldrington Basin Development Brief” (subject to recommendation 2 below) as a material planning consideration in the assessment of development proposals and planning applications; and

(2) That in relation to Aldrington Basin, on the South side of Kingsway, in order to protect the amenity of the West Hove townscape, any development shall not exceed the height of the recently built Vega flats and that the planning brief be amended accordingly.

25. MEDINA HOUSE PLANNING BRIEF

25.1 The Committee considered a report of the Executive Director, Environment, Development and Housing seeking formal approval of the Planning Brief which had been prepared for Medina House and its adjacent associated plot on Hove seafront in order to help guide future development proposals relating to the site. The circulated Brief built upon the previous draft which had been circulated for public consultation. The consultation process had now been completed and had informed the preparation of the “Medina House Planning Brief” which was attached as an appendix to the report.

25.2 It was noted that the Brief had been prepared in response to a petition to the Council requesting that it set out its planning requirements for the site, following a number of earlier refusals of planning permission and related appeals which had been dismissed by the Planning Inspectorate.

25.3 The Planning Projects Manager explained that 42 further responses had been received and taken on board by the final stage of the consultation process which had now been completed. Minor amendments had been made as a result of the consultation process although essentially the document remained unaltered.

25.4 Councillor Brown welcomed the document which she hoped would encourage a suitable scheme to be brought forward for the site.

25.5 Councillor Hawtree concurred stating that it was important for anyone seeking to develop the site to recognise that the building came with responsibilities attached both for the building itself and for the neighbourhood.

25.6 **RESOLVED** – That the Economic Development and Culture Committee note the results of the Consultation Report (Appendix 2) and approves the Medina House Planning Brief as a material consideration in the assessment of development proposals and planning applications relating to the site.

26. PLANNING BRIEF FOR EDWARD STREET QUARTER

26.1 The Committee considered a report of the Executive Director Environment, Development and Housing outlining the consultation process undertaken in relation to the development of a Planning Brief for the Edward Street Quarter seeking formal approval of the Planning Brief which had been updated to take account of the results of stakeholder meetings and the public consultation.

26.2 The Head of Planning and Public Protection explained that when planning permission had been granted to American Express for construction of a new building to the north of their existing building, with demolition of their existing building anticipated by 2016 it had highlighted the need for new planning guidance to supersede the existing Edward Street Quarter Supplementary Planning Document (SPD), adopted in 2006 and now out of date. With the exception of the new American Express building the area was generally characterised by poor public realm and unattractive townscape. The Brief had addressed this directly by emphasising the importance of high quality architecture and public spaces as well as the need for strong pedestrian and transport linkages. This was important document as it covered a large area towards the city centre.

26.3 The Chair, Councillor Bowden stated that he commended this detailed document which gave guidance in relation to an important area of the city, part of which fell within his own ward.

26.4 Councillor Brown also welcomed this document which sought to effect improvements to this currently unattractive townscape including the proposals to improve public spaces especially those intended to make Dorset Gardens Peace Gardens a more welcoming space.

26.5 Councillor Hawtree noted that this document had been subject to extensive consultation and commended it as a thorough piece of work which laid the groundwork for future development.

26.6 Councillor Mears welcomed the creation of new public spaces which would provide much needed recreational space which would be beneficial to the wider city as well as local residents.

26.7 **RESOLVED** – (1) That the Committee note the results of the public consultation exercise which have been taken into account in the preparation of the Planning Brief (Appendix 2 to the report); and

(2) That the Committee approves the planning brief (Appendix 1) for the purpose of providing planning guidance to developers and to assist the council in the assessment of future development proposals for the area that it covers.

27. CITY PLAN PART 1 - NEW AND UPDATED BACKGROUND STUDIES

- 27.1 The Committee considered a report of the Executive Director Environment, Development and Housing seeking approval of two studies which would provide evidence to underpin the submission of the City Plan Part One which was due to go to Examination in October; these were the Update on the Strategic Housing Land Availability Assessment, September 2013 and the Employment Land Supply Delivery Trajectory, June 2013. It was also recommended that the Committee noted the content of the studies and gave delegated authority to agree two further studies which were being prepared, namely a study to assess the Cost of the Code for Sustainable Homes and Part 1 of the Whole Plan Viability Exercise Study.
- 27.2 Councillor Brown stated that whilst generally supportive of the planning brief she was unhappy that it was proposed that the two further studies currently being prepared were proposed to be dealt with under delegated authority. She understood the rationale on this occasion but considered that in future it would be preferable for such matters to be dealt with by the Committee and that this could be facilitated by arranging an urgency Sub Committee meeting if necessary. Councillor Mears concurred in that view
- 27.3 Councillors Brown and Mears also stated that they were unhappy that at paragraph 2.2 of the report it was recommended that the Cost of Building to Sustainable Homes (Updated Cost Review 2013) and Part 1 of the Whole Plan Viability Exercise Study were to be agreed in consultation with the Chair under delegated authority. They understood the time constraints in this instance, but would have preferred if an urgency Sub Committee had been convened in order to agree these documents and hoped that this could be taken on board for the future.
- 27.4 The Head of Planning and Public Protection, noted the points made and explained that the City Plan Part One would be the main planning policy document within the Local Development Framework, the role of which would be to provide an overall strategic vision and policy framework for the city to 2030 and was required to comply with national policy and to be supported by a sound evidence base. The studies which were the subject of this report would provide evidence to support the City Plan at the examination hearing to take place between 22 October and 1 November. Whilst background studies did not determine policy they did inform the policy approach.
- 27.5 Councillor Morgan expressed concern regarding some of the figures cited as given the available space within the city constrained as it was by the downs and the sea; they would be difficult to achieve. The Head of Planning and Public Protection confirmed that this was recognised and this realisation informed the discussions which were taking place with neighbouring authorities in seeking to work together to achieve that end.
- 27.6 Councillor Hawtree welcomed the report citing the work that had gone into its preparation and which was on-going.
- 27.8 Councillor Fitch concurred with the views expressed by Councillor Morgan considering that it was important to encourage greater and more creative use of brown field sites.
- 27.9 The Chair, Councillor Bowden stated that it was recognised that with the housing waiting list alone standing at it's current level, over 17,000 the authority would be unable to

supply the level of additional housing required, this could only be achieved with the cooperation of neighbouring authorities.

27.10 **RESOLVED** – (1) That the Committee approves the Update to the Strategic Housing Land Availability Assessment September 2013 study and the Employment Land Supply Delivery Trajectory June 2013 study as supporting evidence for the City Plan Part One and other development plan documents and planning decisions; and

(2) That the Committee notes that two further studies are being prepared which will provide evidence to support policy on sustainable building at the City Plan Part One Examination, namely the Cost of Building to the Code for Sustainable Homes (Updated Cost Review 2013) and Part 1 of the Whole Plan Viability Exercise study and delegates authority to the Head of Planning & Public Protection in consultation with the Chair of Economic Development and Culture Committee to approve these two studies as supporting evidence for the City Plan Part One and other development plan documents and planning decisions

28. MAJOR PROJECTS UPDATE

28.1 The Head of City Regeneration drew the Committees attention to the part of the schedule which included updates in respect of opening arrangements for “The Keep”, Circus Street and the King Alfred Leisure Development among others.

28.2 **RESOLVED** – That the contents of the schedule be noted and received.

29. ITEMS REFERRED FOR COUNCIL

29.1 There were none.

PART TWO

SUMMARY OF ITEMS CONSIDERED IN PART TWO

30. SALTDEAN LIDO – EXEMPT CATEGORY 3

30.1 The Committee considered Appendix 1 to Item 23 on the agenda in relation to the report of the Assistant Chief Executive (circulated to Members only). This document detailed the selection exercise which had been undertaken in relation to the interested parties wishing to occupy the Saltdean Lido site under a full repairing lease for a proposed minimum period of 50 years. The aim of the exercise had been to ensure that a suitable organisation was selected.

30.2 Members noted and took account of the contents of the appendix in making their decision but did not discuss its content in closed session.

30. SALTDEAN LIDO - EXEMPT CATEGORY 3

31. PART TWO PROCEEDINGS

The meeting concluded at 6.25pm

Signed

Chair

Dated this

day of

Subject:	Tourism Advisory Board		
Date of Meeting:	Thursday 14th November 2013		
Report of:	Paula Murray, Assistant Chief Executive		
Contact Officer:	Name:	Adam Bates	Tel: 292600
	Email:	Adam.bates@brighton-hove.gov.uk	
Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To seek member support to establish a Tourism Advisory Board for Brighton & Hove.
- 1.2 Members of the Tourism Advisory Board shall provide advice, support and guidance to Brighton & Hove City Council, ensuring that the Tourism Strategy and activities of Officers is aligned with the needs of the tourism industry in Brighton & Hove.
- 1.3 The establishment of this Board will facilitate deeper engagement and collaboration between Brighton & Hove City Council and tourism stakeholders within the City.

2. RECOMMENDATIONS

- 2.1 That the Tourism Advisory Board is established with the Terms of Reference at Appendix 1 and with the composition as included in Appendix 2.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 At this committee on the 20 June members agreed to the principle of establishing the Board and the Head of Tourism embarked on an exercise to recruit prospective members to the Board.
- 3.2 The Council issued press releases relating to the prospective board
<http://www.brighton-hove.gov.uk/content/press-release/bhcc-seeks-recruits-new-tourism-advisory-board>
- 3.3 Local media covered the recruitment of prospective board members
http://www.theargus.co.uk/news/10580350.Tourism_bosses_in_search_of_experts_to_help_shape_Brighton_and_Hove_s_future/

- 3.4 Visitbrighton issued calls for applications to over 450 businesses through its regular newsletters.
- 3.5 Almost 35 applications were received from businesses and organisations in the city and region.
- 3.6 Attached at Appendix 2 is the proposed composition of the Advisory Board. While larger than first imagined, the scale of interest and breadth of work required will benefit from this larger board.
- 3.7 It is anticipated that the Board can make better use of this cohort through sub-committees to the Board to focus on particular areas of interest or issues.
- 3.8 The board composition has a breadth which spans the English Language Schools, South Downs National Park, Sport, Events, Food, Festivals, Venues, Adventure Travel, Corporate Travel, International Conferencing, Exhibitions, Attractions, Arts, Transport, Retail, Restaurants, Digital, Small and Large Hotels, Education and Self Catering.
- 3.9 While it has not been possible to accommodate everyone who applied to be on the board, those who could not be included have been told that should work streams or further activity be undertaken which could make use of their input and contributions, then the TAB would seek their input.
- 3.10 The Board also includes positions for the Brighton & Hove Hotels Association and Tourism Alliance.
- 3.11 It is proposed that for the bodies named in 3.10 the representatives at the TAB meetings can be determined by the Chair of each of those respective bodies.
- 3.12 It will be for the Chair to consider the overall composition of the Board and can make recommendations to the Board to amend the composition.
- 3.13 To begin the Board, the Chair of the TAB will be the chair of the Economic & Development Committee. The role of Chair is however something which may be reviewed once the Board is established. The Chair and the Board will consider whether the Chair could be drawn from any of the Board members as part of its future agendas.
- 3.14 Members, not including elected Members (Councillors) will serve for a two year term.
- 3.15 Elected Members are those who are their Party Leads for Tourism. If responsibilities change within the Party's then those with responsibility for Tourism would become the representatives on the Tourism Advisory Board.
- 3.16 The Board will be administered by the Head of Tourism & Venues and his officers.

- 3.17 The Board will meet 4 times a year and the agenda will be circulated prior and minutes circulated following.
- 3.18 The key functions of the Board include:
- 3.18.1 Review the current Tourism Strategy
- 3.18.2 Produce a new Tourism Strategy for the city. This to cover all subjects which the board are likely to consider significant.
- 3.18.3 Review the governance of the City's Tourism Services and determine suitable models for delivering the City's Tourism Functions.
- 3.19 The agenda for meetings will be set by the Chair in conjunction with the Head of Tourism & Venues.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTION(S)

The Blue Sail report considered and discounted the option of no change. The formation of an arms length Destination Management Organisation is one that we would ask the Tourism Advisory Board to consider in due course.

5. COMMUNITY ENGAGEMENT AND CONSULTATION

- 5.1 Visitbrighton collaborated with the Tourism Alliance in appointing an external consultancy, Blue Sail, to conduct a 'Think Tank' event in May 2012 to discuss how tourism could best be supported in Brighton & Hove. Over 60 representatives from local tourism stakeholders attended the event.
- 5.2 Visitbrighton employed Stepping Out, a consultancy specialising in creating social enterprises from existing public sector services, to conduct an options appraisal to assess the potential of converting Visitbrighton to an independent Destination Management Organisation in September 2012. Individuals consulted during this process included Council Officers from Tourism, Finance and Legal as well as the Chair of the Economic & Development Committee.

6. CONCLUSION

Visitbrighton currently works in partnership with over 400 businesses in the city. It is imperative that the City Council maintain the support and engagement of this sector and formalises how this wealth of experience can be used to support strategy. The Board is considered a step in the right direction.

7. FINANCIAL & OTHER IMPLICATIONS

- 7.1 Financial Implications

There are no financial implications other than Officer time as the Board would be advisory only. Any subsequent recommendations would need to be considered and reported to Committee in due course

Finance Officer Consulted: Name Michael Bentley Date: 16/10/13

7.2 Legal Implications

The proposed Board would operate on a similar basis to the City Sports Forum and the Arts & Creative Industries Commission and the terms of reference should be agreed by Full Council.

Lawyer Consulted: Bob Bruce Date: 29/10/13

7.3 Equalities Implications

The establishment of a Tourism Advisory Board would positively contribute towards improving the Tourism Strategy to take more account of a diverse range of stakeholders with an interest in the sector.

7.4 Sustainability Implications

Sustainability is a key strand of the existing Tourism Strategy which will be reviewed and re-written by the Tourism Advisory Board.

7.5 Any Other Significant Implications

The creation of an advisory board offers the potential to increase the engagement of local stakeholders and also to generate a wider recognition of the importance of tourism to the local economy. As the board is advisory only, there is a risk however that members will only engage if they are able to have a meaningful and positive impact.

7.6 Corporate / Citywide Implications

The establishment of the Tourism Advisory Board supports the council's priorities by offering:

7.6.1 A more diverse contribution from local stakeholders.

7.6.2 A wider engagement of the tourism industry.

7.6.3 Better partnership working.

SUPPORTING DOCUMENTATION

Appendices:

1. Terms of Reference for a Tourism Advisory Board for Brighton & Hove
2. Composition of the Tourism Advisory Board at November 2013

Background Documents:

1. Tourism Strategy 2008-218
2. Blue Sail Report

Tourism Advisory Board for Brighton & Hove

Terms of Reference

1. Purpose and Scope

The primary purpose of the Tourism Advisory Board (TAB) is to guide and advise VisitBrighton and Brighton & Hove City Council in the development and implementation of tourism strategy.

2. Board Purpose & Principal Tasks

- 2.1 A review of the existing tourism Strategy 2008-2018.
- 2.2 Scope a new tourism strategy for the city.
- 2.3 Consider the future governance arrangements for tourism in the city, taking account of the reports and findings of Blue Sail and Stepping Out.
- 2.4 Provide advice to BHCC officers in setting tourism activity plans.
- 2.5 The role of the Board will not be to enforce policy or set and manage activity or work plans for VisitBrighton.

3. Board Membership & Organisation

- 3.1 The membership of the TAB should build upon and consolidate a partnership-based approach to tourism development. In order to fulfil this ambition, the Board should include representatives from a range of stakeholders, including:
 - representatives from Relevant trade / membership organisations; Transport; Education, Accommodation; Retail; Restaurants; English Language Schools; Attractions; Venues; Digital Media; South Downs National Park.
 - In addition the Board will comprise 3 Councillors representing the Tourism leads from the main political parties.

All members of the Tourism Advisory Board are to have broad tourism knowledge and/or skills in the areas of: financial awareness; marketing and promotions; local knowledge; broader product knowledge; insights into tourism sector and work in/or have worked in a tourism or related business.

It is recommended that Board members are appointed on the basis of their ability to facilitate action for the mutual benefit of the tourism industry as a whole in Brighton & Hove, not for the promotion of their own individual organisation.

Efforts will be made to have individual or industry representation from the major sectors of: accommodation, attractions, venues, retail, dining, festivals and events.

Board members will be appointed by the Economic Development & Culture Committee

Non-voting membership to include representatives from:

- BHCC Council officers – who will provide administrative support and professional advice to the Board.

Other industry representatives may be called upon as required.

3.2 TAB members will be appointed by BHCC for a two year term with vacancies being publically advertised.

3.3 Members will be asked to resign if they:

- Have been absent for three consecutive meetings without having given reasons acceptable to the TAB for the members absence
- Have been absent from at least half of the meetings of the TAB held during the immediately proceeding year without having given reasons acceptable to the TAB for the absence

3.4 Each member is an independent representative of the TAB and does not represent the concerns of one particular group.

3.5 Members shall declare any situation that is, or has the potential to be a conflict of interest.

3.6 A quorum shall consist of not less than 50% of the membership of the TAB.

3.7 Meetings shall be held quarterly (subject to review) on a day and time to be determined by the TAB.

4. Rules of Procedure

4.1 The TAB shall appoint a Board Clerk from among its members.

4.2 Meeting agendas will be prepared by the Board Clerk and approved by the Chairperson. The agenda will be distributed to all members of the TAB at least three days prior to the meeting date.

- 4.3 Minutes of the meeting will be recorded by the Board Clerk and will be submitted to BHCC following approval by the Chairperson.
- 4.4 All recommendations of the TAB shall be by majority vote.
- 4.5 In carrying out its responsibilities the TAB may provide advice or guidance to staff as to the scope and priority of the Board's work to be carried out. Where such direction represents a change in the previously approved departmental workplans, or an expenditure of funds, the TAB shall refer the matter to BHCC, with appropriate recommendations, for decision by BHCC.

TOURISM ADVISORY BOARD
COMPOSITION

NAME	POSITION	ORGANISATION	SECTOR
Bernard Dodds	Chief Executive	EC English	English Language
Katharine Hale	Sustainable Tourism Officer	SDNP	S. Downs National Park
Tom Naylor	Managing Director	Grounded Events	Outdoor Events
Nick Mosley	Director	Brighton & Hove Food Festival	Outdoor Events
Justin Sayers	MD	Adventure Connections	Activity Provider
Ray Bloom	Chairman	Imex (& Director BHAFC)	International Exhibition
Max Leviston	General Manager	Sealife	Attraction
Will Sawney	Press & Marketing Manager	The Old Market	Small Venue
Andrew Comben	Chief Executive	Brighton Dome & Festival	Festival and large venue
Ian Millar	Coach Ops Manager	Brighton & Hove Bus Co.	Transport
Olivia Reid	Marketing & Comms Manager	Terre a Terre	Restaurant
Karl Jones	Owner	Moshimo	Restaurant
Georgie Wright	Head of Marketing	icrossing	Digital Media
Mikele Addis	Director	Donatellos	Restaurant
Jeremy Ogden	Owner	Strawberry Fields	Small Hotel
Glynn Jones	Chair	West Pier Trust	Attraction
Peter Allinson	Owner	Temptation/Whirligigg NLTA	Retail
Jo-Anne Lester	Senior Lecturer	Brighton University	Education
Soozie Campbell	Chair	Tourism Alliance	Trade Association
Alex Cooke	Exec Board Member	BHHA	Trade Association

Carla Rollin	Business Development Director	Hilton	Large Hotel
Andrew Mosley	General Manager	Grand Hotel	Large Hotel
Richard Harris	Owner	Brighton & Sussex Cottages	Self Catering

Subject:	Sport and Physical Activity Strategy		
Date of Meeting:	14 November 2013		
Report of:	Assistant Chief Executive		
Contact Officer:	Name:	Ian Shurrock	Tel: 292722
		Jan Sutherland	
	Email:	ian.shurrock@brighton-hove.gov.uk	
		jan.sutherland@brighton-hove.gov.uk	
Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 Sport and physical activity is very important to Brighton & Hove and a Strategy is needed to ensure that resources are used effectively to achieve key outcomes which have been identified from widespread consultation.
- 1.2 The vision driving the Strategy is to create a more active city, a healthier city, a greater equality of opportunity, better facilities and a higher standard of sports performance delivered through strong partnerships between sport and health providers.
- 1.3 Citywide Needs Assessments have been undertaken for Children and Young People, People with Disabilities, Childhood Obesity as well as Sport and Physical Activity. All of these assessments identify a direct link between health, general well-being, sport and physical activity. They add a new dimension to the context in which the new Strategy must be delivered.

2. RECOMMENDATIONS:

- 2.1 That Members approve the Sport & Physical Activity Strategy 2013-18.
- 2.2 That Members approve the production of an annual report to be considered by the committee to update on progress towards achieving the key objectives.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 The previous Strategy from 2006-2012 has delivered many significant improvements. The Amex Community Stadium has opened and improvements have been made to a wide range of public sports centres across the city. Major sporting events such as the Brighton Marathon and the TAKEPART Festival of Sport have raised the profile of sport in the city and increased participation.

However, there is still a great deal of work still be done with only 25% of adults in the city meeting the recommended activity levels (Health Counts 2012).

3.2 The key outcomes identified by a review of the last Strategy and the consultation identified in 4 are as follows:

- Increase participation in sport and physical activity
- Increased social and health benefits delivered by sport and physical activity
- Improved equality of access to sport and physical activity
- Increased opportunities for children and young people to participate in sport and physical activity in school and community settings
- Increased capacity in the voluntary sport and physical activity sector in the city
- Increased participation in high performance sport in the city

3.3 The Strategy which is attached in appendix 1 highlights the process that has been undertaken to identify the key outcomes and an action plan for the Sports Development Team to achieve these outcomes are in appendix 2.

3.4 A review has been undertaken of the current provision in the city including the statistical evidence that shows current levels of participation. The key local issues that need to be addressed have been identified to achieve the desired outcomes. Furthermore, the wider, national context is taken into consideration (section 7) together with the local consultation which is highlighted in section 9.

3.5 The Strategy has been developed in conjunction with the key partners for Sport and Physical Activity in the city which are Public Health, County Sports Partnership, Brighton University, Sussex University, the Community Voluntary Sector Forum, Albion in the Community, Sussex Cricket and Freedom Leisure.

3.6 The action plan included in appendix 2 will be reviewed annually in order to ensure that resources are being allocated as effectively as possible to achieve the key outcomes.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

4.1 The consultation process has informed the priorities to be included in the Strategy.

5. COMMUNITY ENGAGEMENT & CONSULTATION

5.1 There has been extensive consultation on the Strategy with details provided in the “Points of View” section of the Strategy. The consultation included :

- Joint Strategic Needs Assessment Physical Activity and Sport – Sport and Health provider consultation.

- Sport and Physical Activity Public Survey – 451 responses.
- “Your Club Your Say” – 75 responses from sports clubs.
- Indoor Sports Facilities Plan – 873 responses.

6. CONCLUSION

- 6.1 To approve a new Sport and Physical Activity Strategy and to receive annual update reports to monitor progress.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 The development of the Sport and Physical Activity Strategy has been met from within existing resources. The contribution of the Sports Development Team achieving the strategy outcomes will be met within the existing resources. Additional funding from partner organisations and/or external funding opportunities will continue to be sought to help support priorities within the action plan.

Finance Officer Consulted: Name Michael Bentley Date: 11/10/13

Legal Implications:

- 7.2 As the Sport and Physical Activity Strategy does not form part of the Policy Framework as defined in the council’s constitution, it’s approval is a matter for this committee. There are no direct legal implications arising from the report.

Lawyer Consulted: Name Bob Bruce Date: 14/10/13

Equalities Implications:

- 7.3.1 The key focus of the Strategy is to increase participation in sport and physical activity in the city, particularly by those people who have low levels of participation.

Sustainability Implications:

- 7.4 The sustainability of sporting and physical activity opportunities is dependant on available resources whether financial, volunteers or facilities.

Crime & Disorder Implications:

- 7.5 There is a recognised link between increasing participation in sport and physical activity and reducing anti-social behaviour.

Risk and Opportunity Management Implications:

- 7.6 The action plan will be reviewed annually to ensure flexibility and management of risk and opportunities.

Public Health Implications:

- 7.7 Public Health has made a major contribution to the development of the Strategy, thus ensuring that there are clear links between sport, physical activity and health.

Corporate / Citywide Implications:

- 7.8 The aim of the Strategy is to achieve key outcomes in relation to sport and physical activity across the city.

SUPPORTING DOCUMENTATION

Appendices:

1. Sport and Physical Activity Strategy 2013-18.
2. Sport and Physical Activity Strategy Action Plan.

Documents in Members' Rooms

1. None

Background Documents

1. JSNA Joint Strategic Needs Assessment Physical Activity and Sport

More people, more active, more often

Brighton & Hove

Sport and Physical Activity Strategy

2013-2018



**Brighton & Hove
City Council**

1 Introduction



The vision driving the 2013-2018 strategy is to create a more active healthier city, a greater equality of opportunity, better facilities and a higher standard of sports performance delivered through strong partnerships between sport and health service providers.

In 2006, the council and partners agreed a six year Sports Strategy and now there is a need for a new strategy to build on the important contribution which sport and physical activity makes to the city.

The 2006-2012 strategy achieved a great deal. Physical activity levels have risen (Health Counts 2013), and a new sport and physical activity landscape has emerged in the city: new facilities have been built, new events have been introduced and new activity programmes created. The range and quality of sports & physical activity opportunities has been significantly enhanced.

Over the same period, there has been increasing recognition of the impact which sport and physical activity can have on the health, education and social wellbeing in the city. In the UK the estimated annual cost of ill health directly attributable to physical is estimated to be £0.9 billion – In Brighton & Hove the financial cost of physical inactivity across five diseases linked to physical inactivity (ischaemic heart disease, ischaemic stroke, breast cancer, colon/rectum cancer and diabetes mellitus) is £1.4 million per 100,000 population. Therefore, a focus of the new strategy will be to encourage regular sustainable participation to improve health and well-being; to play an important preventative role by improving the health of individuals to reduce the need for reactive and acute health services.

Beyond health improvement, participation in sport and physical activity yields benefits through increased social cohesion, happiness of residents, and economic benefits. Organised sport, for example, is a major provider of volunteer opportunities. Nationally, 19.2% of all volunteers, volunteer within the sport sector (DCMS: Taking Part 2013), with an estimated economic value of just under £2 billion (UK Civil Society Almanac, 2010).

There is also the opportunity to target those groups that are experiencing the highest levels of inequality, in order to provide a significant contribution to the achievement of priority outcomes for the city. The city needs



More people, more active, more often

The main purpose of the strategy is to set out a programme of action which will continue to raise the profile of sport in the city and to maximise the benefits which sport and physical activity provides.

The aim is to achieve the following outcomes:

- 1 • Increased regular and sustainable participation in sport and physical activity
- 2 • Increased social and health benefits delivered by sport and physical activity
- 3 • Improved equality of access to sport and physical activity
- 4 • Increased opportunities for children and young people to participate in sport & physical activity in school and community settings
- 5 • Increased capacity in the voluntary sport and physical activity sector in the city
- 6 • Increased participation in high performance sport in the city



a successful sporting and physical activity programme to help deliver the Brighton and Hove Strategic Partnership's vision of "a city where opportunities are provided for our residents to improve their lives in a sustainable and inclusive way that reduces inequality".

Over the next five years there is an excellent opportunity to capitalise on the social and health benefits of sport and physical activity. The 2012 Olympics and Paralympics have created new levels of demand and aspiration both among established sports men and women and those taking up a sport for the first time. There is a need to ensure a similar legacy is created by hosting major events in

the city such as the Rugby World Cup 2015. However, whilst expectation of what sport and physical activity can and should deliver is now higher than it was in 2006, these expectations and opportunities must be set against a context of increasingly finite resources.

The challenge of the 2013 - 2018 strategy is to use city resources effectively to continue to ensure that opportunities for participation are accessible to all and that individuals and organisations are able to fulfil their potential. Collaborative working across the network of key stakeholders in the city is imperative to maximise resources and increase opportunities in the city.

The context in which the challenges to continue to increase participation and the equality of opportunities, are different to that of 2006. The spaces in which sport and physical activity takes place have changed. The city's professional football and cricket clubs have significantly improved their venues providing high quality experiences of sport, and increased opportunities to host high profile events such as the Rugby World Cup. In March 2012 the council adopted an Indoor Sports Facilities Plan and it has already brought success with a Sport England Inspired Facilities grant of £150,000 to replace the track at the Withdean Sports Complex. Freedom Leisure and Mytime Golf have taken over operational management of council sports and leisure facilities and have invested in improvements. In addition, enhancements to the city's public spaces, parks and gardens have provided increased opportunities for informal sport and physical activity.

The TAKEPART Festival of Sport & Physical Activity and Brighton Marathon have become established local events, and new programmes and partnerships have emerged between stakeholders from schools, communities, higher education, public services, National Governing Bodies of Sport organisations and private enterprises. On the negative side, the influential national and local network of School Sport Coordinators has now been abolished. All of these factors will have an influence on how we approach the next five years.

The links between physical activity and health have an increasingly high profile and will form an important part of the strategy. In April 2013 the council assumed new responsibilities for public health in the city. Over the last two years the council and NHS Brighton and Hove have carried out Citywide Joint Strategic Needs Assessments (JSNA's) for Children and Young People, People with Disabilities and Childhood Obesity. In partnership with the Sports Development Team a JSNA for Sport and Physical Activity has been completed.

All of these assessments identify a direct link between health, general wellbeing, sport and physical activity. They add a new insight and new dimensions to the context in which any future strategy must be delivered.

Therefore, the starting point and some of the key issues for the new strategy are considerably different to those of 2006. The 2006 strategy was very ambitious. It set out to involve all sports providers in the city in the pursuit of a single unified set of strategic aims. In practice, this has proved difficult to achieve but the need to retain an overview of sports development in the city and for various partners to work effectively together remains strategically important.

For 2013-2018, there is a need to step back from the broad vision and to refocus on some of the more practical aspects of service delivery and sports development. In particular there is a need for the council to reassess its own contribution and to ensure that it is maximising the impact it can make on sport and physical activity in the city.

The council's role is central and is fully recognised as a key player in the delivery of sports and physical activity services. Consultation (outlined in section 8), undertaken as part of the background to the strategy, shows that other sports providers place a high value on the council services and they have identified some key priorities for the council to deliver.

An action plan (see Section 3) for the council's Sports Development Team has been devised to deliver a series of targeted outcomes which will achieve these aims. Additionally it is envisaged that a Joint Working Plan will be developed with key partners from the Sport and Physical Activity Strategic group.

The strategy is action orientated, but its early sections set out the context in which action is to be taken and the vital role which sport and physical activity plays in the life and wellbeing of the city.



2 Challenges that need to be addressed



In preparing an action plan to improve sport and physical activity provision in the city over the next five years, a number of analyses have been undertaken to identify needs and priorities. These are detailed in sections 6 to 9 below. In order to deliver the aims of the strategy as stated on page 3 in the introduction, there are a number of issues which need to be addressed.

2.1 Increasing Participation

Brighton and Hove's participation rates are similar to comparable cities but, with a higher than average percentage of the population in the 25 to 44 age group and a number of social and health issues which could be improved through active recreation, the city should be seeking to do better, with more than three quarters of the population doing less than the recommended levels (Health Counts 2013). A general increase in sport and physical activity participation will contribute to the delivery of many broader strategic outcomes for the city and it is therefore central to the strategy. As well as improvements in general health and wellbeing there is also increasing recognition that sport and physical activity delivers improvements to mental health, community cohesion, educational attainment, a reduction in crime and anti social behaviour and a increased economic contribution to the city (Game of Life 2013). On a personal level, sport offers many opportunities for personal development and social engagement as well as the potential for employment. An active city will be a healthy and achieving city.

In the development of the strategy we have paid attention to the needs of people protected in law (Equality Act 2010). As we develop annual action plans we will ensure we continue to remove barriers and increase opportunities.

2.2 Targeting Specific Groups

Many of those groups who would benefit most from sport and physical activity are the very groups who are least likely to participate for cultural, personal, practical, geographical and economic reasons. Helping groups to overcome these barriers and supporting them to engage in activity will provide them with many positive outcomes and ensure that access to sport and physical activity is equal for all.

Communities which have been identified for targeting and which need specific support are: Children and Young people, Older People, Disadvantaged Families, Black and Minority Ethnic Groups, People with Disabilities, Lesbian, Gay, Bisexual and Transgender Groups, and Women and Girls.

In addition areas such as East Brighton which suffer most from social and health inequalities have been identified as requiring specific support and targeted interventions.

With the success of the 2012 Paralympics, there is a much stronger focus on providing opportunities for disabled people to participate in sport and the strategy and action plan reflect this.



More people, more active, more often

2.3 Coordinating Sport and Physical Activity and Health Programmes

The links between health and physical activity are well established. Both health and sports professionals are working to achieve the same aim of encouraging the community to be more active. To ensure that resources are effectively deployed and appropriately focused, there needs to be a close working partnership. With the assumption of additional health responsibilities from 2013, the council is under a greater obligation to demonstrate that its own services are leading the drive for health improvements in the city.

2.4 Improving the Facility Base

The Indoor Sports Facilities Plan 2012-2022 has clearly identified the current weaknesses in the city's facility provision and has a number of specific proposals to make improvements. All consultation exercises have prioritised facility development as a major issue for sport in the city. Progress on a number of actions identified in the Sport and Physical Activity Strategy may be dependent on the advances made through the Indoor Sports Facilities Plan.

As well as the need to develop indoor facilities, it is important to also improve the opportunities for sport and physical activity in parks and open spaces such as the seafront. The most prevalent forms of physical activity

in the city are walking and cycling, therefore ongoing improvement to the physical environment are important for leisure and active travel.

2.5 Refining Partnership Networks

Effective partnerships are integral to the success of the strategy. A great deal of progress has been made over the last six years to encourage and support sport providers in the city to work together to deliver common aims. The Sports Forum and the Sport & Physical Activity Strategic Group have both brought diverse providers together to share ideas and give each other support. Receiving recognition through a national Big Society Award 2013, for its role in empowering community action to boost sport and physical activity participation in the city, the TAKEPART Festival of Sport & Physical Activity has emerged as a new model for developing collaboration across city stakeholders to work towards strategic priorities in the city.





The Sports Forum has been valuable in sharing information and examples of good practice across a wide range of providers, its operation needs to be reviewed and its future role clarified.

Likewise the council needs to review the way its own partnerships work and find ways to actively monitor and support other key partnerships, such as those between schools and clubs, to ensure that a cohesive sporting network continues to be developed.

2.6 Benefiting from and contributing to wider agendas

The strategy cannot progress in isolation from what is happening in the council and elsewhere in sport. A collaborative network of sport and physical activity providers are able to contribute to wider agendas in the city relating to health, community development and social cohesion. They may also be able to benefit from practical help and sharing resources, where service providers in these areas wish to support sport and physical activity initiatives.

Likewise, sport and physical activity providers have to be aware of and responsive to trends in sport and the development of national and regional programmes which may benefit the city. As part of this, potential funding streams will need to be regularly identified to ensure that the city maximises its potential for external funding.

National Governing Bodies of Sport, with additional resources allocated by Sport England directed through their whole sport plans, will bring new impetus, resources and knowledge to the development of their sports within the city. It is important that they are supported with local knowledge and insight to ensure that their investment in Brighton & Hove directed to yield maximum impact on local residents and sports clubs.

2.7 Supporting Schools and Clubs

Schools and sports clubs are significant contributors to sports development in the city. It is important that there are opportunities for children to exercise and experience sport in their early years, to encourage lifelong sporting habits. Schools help to establish physical activity as an essential part of a healthy lifestyle and offer a range of sporting experiences. Clubs enable individuals to develop their specific talents to a higher level. The links between the two can ensure that sporting activity continues beyond leaving school and that young people have the right support from an early age to fully develop their sporting potential. Of particular importance is the need to find ways to stem the decline in participation of young people between the ages of 14 and 25.

The loss of School Sport Coordinators has left a gap in local school provision. However funding for Schools Games Competitions to support opportunities for young people to participate in competitive sport in school, and new funding to primary schools (to improve physical education and sport provision) exists until 2015. Sport England funding (2013-2017)

for National Governing Bodies of Sport for a satellite club programmes will also support more formal links between sports clubs and secondary and tertiary education providers.

The city has over 500 sports clubs and organisations providing the majority of sports participation opportunities in the city. The ability of these organisations to contribute to the outcomes of this strategy should not be underestimated, and the Sports Development Team already gives advice and practical help on issues such as training, administration, volunteering and fundraising. The TAKEPART Festival offers a formal vehicle for clubs to raise their profile, increase membership and develop new partnerships (eg with local schools), but consultation shows that clubs in particular would like more support in these areas.

2.8 Raising the Profile of Sport and Physical Activity

A recurrent theme of consultation exercises has been that many respondents felt sport and physical activity did not have the recognition or the resources it deserved in the city. Often, particular comparison was drawn with the profile achieved by arts and culture, and these views expressed that sport and physical activity should have a similar profile. This issue now has added importance as the strategy seeks to positively embrace the health and physical activity agenda and to encourage higher levels of participation. Raising the profile of sport and physical activity across the city and reinforcing, wherever possible, the key messages of the strategy will have a significant part to play in this.

2.9 Establishing Meaningful Priorities

The strategy reflects that there is more work needed to fully develop sporting opportunities in the city than is likely to be provided. Resources are stretched and, although every effort will be made to attract additional funding, there will be a need to establish some clear priorities. Like the Indoor Sports Facilities Plan, the strategy accepts that it is more productive to work to a small number of carefully selected achievable priorities than to offer an extensive list of desirable objectives which are, in reality, not likely to be delivered.



2.10 Using Council Resources in the Most Effective Way

As part of the process of rigorous prioritisation, we need to review the way in which internal resources are deployed, in order to ensure that they are in line with the objectives of the strategy and demonstrate value for money. This may in particular require a change of emphasis in the working practices of the Sports Development Team.

Personality
of the Year

2012



3 Targets



The setting of targets is ideally part of the process of delivery and can be helpful to the monitoring of progress, however they are not absolute determinants of the success of the strategy because quantifiable targets can only be set in a small number of areas. However, they do provide some concrete aims and will be a useful reference point through the next five years.

For many areas of the strategy, it would be extremely valuable to set quantifiable targets but there is no source of information which will allow for the monitoring of achievement. One desirable statistic among many, for example, is the total number of sports club members in the city. If such information were available, it could provide a valuable measure of progress and would be worthwhile gaining in order to continue to widen information bases (where possible) so that additional targets can be set.

Sport England's Active People Survey does provide useful information about the profile of sporting and recreational activity in the city and is produced on an annual basis, but when analysed at a Local Authority level it relies on a comparatively small sample. For some indicators or demographic breakdowns at the Brighton and Hove level it would be hard to demonstrate statistically robust year on year change.

The Active People Survey has been used to determine outcomes and specific targets for individual areas are in the action plan.

Over the past 10 years, physical activity levels in the city have increased, however three quarters of the population of Brighton & Hove still do less than the recommended levels of physical activity.
(Health Counts 2013)

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Citywide Sport and Physical Activity

Outcomes and targets 2013-2018

Outcome	Citywide Targets by 2018
1 Increased participation by local residents in sport & physical activity – Adults (16 +)	<ul style="list-style-type: none"> • Increase once a week participation in sport from 34.0% (APS 6 – 4+ sessions of sport of at least moderate intensity over the past 28 days. This indicator currently is looking at 16+, and will include 14+ in the future) • Increase adult participation in sport and active recreation for at least 3 x 30 minute sessions per week from 21.1% (APS6 - formerly NI8) • Reduce the number of inactive people in Brighton & Hove from 24.9% (Active People Survey Department of Health Indicator – number of people doing less than 30 “equivalent” minutes of at least moderate intensity physical activity per week in bouts of 10 minutes or more in the previous 28 days expressed as a percentage of the total number of respondents aged 16. • Increase local satisfaction in sport currently from 65.1% (APS5)
2 Increased social and health benefits delivered by sport and physical activity in the city	<ul style="list-style-type: none"> • Reduction in prevalence of overweight or obese children aged 10-11 years. • Reduction in the prevalence of adults who are overweight or obese
3 Improved equality of access to sport and physical activity for the least active residents	<ul style="list-style-type: none"> • Increase adult participation from key target groups in sport and active recreation to at least 3 x 30 minute sessions per week: Female 19.2%, (APS6) Limiting illness or disability 18.9%, (APS6) Black and Minority Ethnic Groups: 15.1 % (APS6) NS SEC 5-8: 21.9% (APS1)
4 Increased opportunities for children and young people to participate in sport and physical activity in school and community settings	<ul style="list-style-type: none"> • Increase the number of children and young people reporting recommended levels of exercise Safe and Well at School survey: 31% of pupils aged 11-14 years took part in three or more hours of physical activity per week 23% of pupils aged 14-16 years took part in three or more hours of physical activity per week 22% of pupils aged 11-14 years took part in more than five hours of out of school physical activity per week 18% of pupils aged 14-16 years took part in more than five hours of out of school physical activity per week)
5 Increased capacity in the sport and physical activity sector in the city	<ul style="list-style-type: none"> • Increase the number of volunteers who support sport to at least one hour a week from 13% (APS5)
6 Increased participation in high performance sport in the city	<ul style="list-style-type: none"> • Increase in regional and national representation

4

Action Plan



Both individual service plans and joint working plans will be developed by key stakeholders to tackle the issues identified in section 2 contributing to the outcomes.

The council's Sports Development Team have produced a plan for 2013 which will be reviewed and produced annually. For each outcome there is an analysis of why they are important.

The action plan uses the following headings:-

Objectives:

Refers to the key priorities to achieve the outcome.

What will we do:

Identifies actions which will contribute directly to the required outcome.

Specific targets:

Not all actions will have easily quantifiable outcomes. Where it is possible to measure outcomes with some certainty and targets will be helpful, these have been included. There is more discussion of targets in Section 8.

The Sports Development Team will prepare an annual plan in collaboration with partners which sets out a series of specific, more detailed actions which will take the strategy forward during that year.

5

Delivery



The council's sports development and sports facilities teams will play a major role in achieving the strategy outcomes. In addition it is important for significant contributions to be made by the network of sports providers and other key stakeholders in the city. This contribution is often through joint initiatives or joint working plans with the council (eg Freedom Leisure Joint Working Plan).

The council's sport development will continue to provide highly targeted direct services and to work closely with health providers to increase the impact of physical activity on health outcomes. They will also fulfil a coordinating role for sports providers and lead the drive to raise the profile of sport and physical activity across the city.

There was a great deal of positive feedback in the consultation about the delivery of sport and physical activity in the city by the council. However due to the pressures on resources the council needs to take stock and review its own role as a service provider.



Health and wellbeing boards

The public health team will work to put health and wellbeing at the heart of the council's policies and promote greater health equality across the city. Health and Wellbeing Boards have been established as forums where key leaders from the health and care system work together to improve the health and wellbeing of their local population and reduce health inequalities. Health and Wellbeing Boards oversee the Health and Wellbeing Strategy which will be based on an approved Joint Strategic Needs Assessment (JSNA) of the city's health and social care needs.



6 Where are we now?



A series of analyses and summaries have been undertaken to provide the starting point for the 2013 - 2018 strategy and the context in which it will be delivered. These highlight some specific issues which face Brighton and Hove and identify the place which sport and physical activity has in relation to other national and local strategies. They report the views of recent consultation and give more detail of the complex network of providers who work together to provide sport and physical activity services in the city.

6.1 Sport and Physical Activity in Brighton and Hove – An Overview

Brighton & Hove is a diverse and exciting sporting city. It has a number of major sports clubs and facilities including Sussex County Cricket Club, Brighton and Hove Albion FC and Brighton Racecourse. It hosts significant sporting events such as the Brighton Marathon and the World Under 21 Beach Volleyball Championships. It has produced many sports men and women of renown.

The city has been home to Olympians from George Larnar, a double walking gold medallist in 1908 to Steve Ovett, gold medallist in the 800m in 1980, and Ashleigh Ball, a bronze medallist in the women's hockey team at the recent London Olympics. Notable Paralympians include Ben Quilter, a judo bronze medallist at the London Paralympics.

Cricket has long historical connections with the city including present day stars developed locally such as Matt Prior, Matt Machan and Joe Gatting. Clare Connor captained the England women's side for many years with the women's game also being very strong in the city.

In football, Adam El-Abd from Rottingdean has been a mainstay in the recent rise of Brighton & Hove Albion FC through the divisions.

Karen Pickering started her long international swimming career at the King Alfred Leisure Centre. Ryan Moore, the 3 time Champion Jockey (2006/08/09) has ridden numerous winners at his local track in the east of the city.

There are over **500** sports clubs in the city catering for a wide range of sports at all levels.

Schools, universities and private operators also make a substantial contribution to the development of sport and the creation of sporting opportunities.

The council itself is the single largest provider of sports facilities and services in the city. Its leisure centres, swimming pools, golf courses, pitches, parks, seafront, green spaces and sports development activities are at the heart of the city's sport and physical activity. The Sports Development team also has a vital role in coordinating and supporting activities among the many non council providers.

More people, more active, more often

However, despite the excellence of much sporting activity in the city, as the Indoor Sports Facilities Plan 2012 - 2022 approved by the council in April 2012 shows, Brighton and Hove lags considerably behind other comparative authorities in the breadth and quality of its public leisure facilities

6.2 Council Service Organisation and Delivery

One of the most important functions of the council is to facilitate and support partnerships with and between providers. Sport and Physical Activity services are provided in the city through an extensive network of providers all of whom have their own specific role to play. The success of the strategy depends on sustaining the vibrancy and variety of this service network and encouraging joint working between its many contributors.

The council's own direct sports provision forms part of the Assistant Chief Executive (ACE) Department under the leadership of the Head of Sport and Leisure. Services include:

Delivering participation programmes which engage and target the least active population, and contribute to the reduction of health inequalities in participation:

- Management and organisation of the city's Healthwalks Scheme providing 648 led walks a year and volunteering opportunities for hundreds of volunteers.
- Delivery of a range of targeted activities under the Active for Life programme designed to tackle inequality, create stronger inclusive communities and

improve the health and well being of residents in focused areas of the City. Over 78 weekly sessions are delivered providing accessible and local provision.

- Coordination and organisation of up to 40 sporting events a year including TAKEPART, Brighton & Hove's Festival of Sport & Physical Activity.
- Direct provision of activity sessions in a wide range of sports including holiday sports courses, skateboarding programmes and initiatives such as the Ping! Brighton & Hove.

Information and support services for residents, clubs and volunteers to increase participation and build capacity:

- Collation and dissemination of information about sport and physical activity opportunities and general promotion of sport and health in the city. This includes the management of the Active for Life website and directory which provides an A-Z of sport and physical activity opportunities.
- Liaison with and advice to sports clubs, schools and community groups to support engagement programmes, establish development plans and source funding for facility improvement, training and initiatives to increase membership.
- Deliver needs led training programmes and placements volunteers, students and clubs.
- Collaborate with partners to provide inclusive provision and access.
- Delivery of the City Sports and Physical Activity Awards and City Sports Forum, Sport & Physical Activity Grants Scheme for volunteers, clubs and providers.

Plus, the council's Sport Facilities Team:

- Supervises and controls all contracts for the management of council leisure facilities
- Is responsible for facility maintenance and development
- Represents the council on external bodies and liaises with other sports agencies
- Seeks external funding for council sports facilities

6.3 Facilities Management Contracts

All of the council's sports facilities are managed through facility management contracts. There are currently two contracts:

Golf Courses

The city's two golf courses are managed by Mytime Active under a 10 year contract which will run until 31 March 2020.

Leisure Centres

All of the council's leisure facilities are managed by Freedom Leisure under a 10 year contract which will run until 31 March 2021.

Both of the above contracts have brought revenue savings and investment into facilities. They are each based on a detailed specification of services to be provided. The Sports Facilities and Sports Development Team work with the operators through a Joint Working Plan to jointly develop activity programmes.

6.4 Seafront, Parks & Open Spaces

Brighton & Hove's coastal setting, bordered by the South Downs National Park offers the city a unique environment in which sport and physical activity can take place. These natural spaces for sport and physical activity provide local opportunity for a variety of activities, whilst the parks and open spaces in the city provide a variety of formal and informal sports and recreational spaces.

6.5 Partners

There are many other providers who play a vital role in creating opportunities for participation in sports and physical activity. A comprehensive audit of sports provision in the city showed that clubs, schools, universities, and private providers all make an important contribution to the network of sports facilities and opportunities for participation. Many of these are in active partnerships with the council. The Brighton & Hove Sport & Physical Activity Strategic Group brings together key stakeholders to develop sport and physical activity in the City. It has representatives from Sussex and Brighton universities, Public Health team, the Community Voluntary Sector, Sussex County Cricket Club, Albion in the Community, Freedom Leisure and Active Sussex.

6.5.1 Albion in the Community

Albion in the Community is a major contributor to sports provision in the city providing a range of programmes that improve health and education and tackle inequality and social inclusion. Programmes such as the Kickz Project and the Seagulls Specials are helping provide sports opportunities for groups in the city that traditionally participate less in sports activities.

6.5.2 Universities

Both Universities have a prime objective of providing opportunities for their student population. This is particularly important as a high proportion of graduates remain in the city. Through Active University funding, the Park Life Project (University of Brighton) is providing greater informal opportunities for students to participate and also develop links to community providers. The facilities are also available for staff and the wider community which support the increase of overall participation. The students also play an important role in volunteering in the city through the Project V and Active Student schemes.

6.5.3 Brighton and Hove Public Health

There is increasingly close working relationship between the council's sports services and Public Health. A number of initiatives designed to encourage active lifestyles are jointly-funded, such as the Healthwalks scheme and the Active for Life project.

6.5.4 Active Sussex

Active Sussex has a key role to play across the county including as a partner of the council within Brighton & Hove. Active Sussex are funded by Sport England and prioritise the achievement of Sport England's national objectives at a county level. See 7.2.1.

6.5.5 Sussex County Cricket Club

The popularity of cricket has been greatly enhanced at a community level with initiatives such as the "Chance to Shine" programme with the focus on encouraging young players at schools and clubs.

6.5.6 Freedom Leisure and Mytime Active

These not-for-profit trusts have a key role in the provision of facilities and engagement with the local population.



6.6 The 2006 - 2012 Strategy: Achievements

We have undertaken a detailed review of the progress of the 2006 – 2012 strategy and its outcomes. This review forms an important part of the background to the development of the 2013 – 2018 strategy. Set out below are some of the main achievements over the last six years:

Facilities

- **The Amex Community Football Stadium** opened and hosts Brighton & Hove Albion Football Club and Albion in the Community.
- **Yellowwave Beach Sports**, the first beach sand sports venue in the UK opened.
- Facility developments in **parks and open spaces** including 3 skateparks, 3 multi play areas, boulders and green gyms.
- **Both indoor and outdoor facility improvements** including the Sussex Cricket County Ground and council leisure sites.
- **Facility site developments** of £10.5 million at Brighton University and improvements at Sussex University.

Participation

- **The delivery of mass participation events** such as London to Brighton bike ride and Sports Relief and the development of new events such as The Brighton Marathon, TAKEPART, the Brighton & Hove Festival of Sport & Physical Activity and National Walking Day.
- **Development of programmes to improve health and wellbeing** to tackle inequality and develop community cohesion.
- Development of the **free-swimming** initiative and **workplace health** programmes.

Club and Volunteer Development

- **Increase in training opportunities** for volunteers, coaches, clubs, individuals and schools.
- Increase in number of clubs achieving **Clubmark accreditation**.

- **1 year and 3 year council funding** for sports clubs and the introduction of an annual sport and physical activity grant scheme.
- Launch of the **City Sports and Physical Activity Awards** to recognise volunteers, clubs and sporting heroes.
- Development of **volunteering opportunities**.

Partnership Development

- Formation of a **Sports Forum** for the city and a **Sport and Physical Activity Strategic Group**.
- Developing **city wide collaboration** through the TAKEPART Festival of Sport & Physical Activity.

Funding

- **Sourcing external funding** to develop sports programmes and develop facilities in the City, eg Barclays Spaces for Sport, which provided funding for the Hove Lagoon Skatepark and Skate Park Development Worker.

In 2011/2012 the Sports Development Team supported local clubs to access £74,000 of external funding to support local activities.

6.7 The 2006 - 12 Strategy: Lessons for the Future

Review of the 2006-2012 strategy has also offered an insight into some issues which have not been resolved over the last six years or will continue to require a high profile in the 2013 - 2018 strategy. Most notable among these are the need to:

- Ensure that gains made over the last six years are maintained
- Recognise, support and maximise the contribution made by volunteers
- Continue to build on and improve the sports club base in the city
- Further refine our view of sports and groups which should have a priority focus taking into account local needs and aspirations

- Review the role and function of the Sports Forum and the ways in which stakeholders are encouraged to work together
- Retain a strong emphasis on encouraging activity among current low participation groups and building the links between physical activity and health
- Support school sports activities and create more opportunities for young people to progress in sport
- Improve the city's sports facilities

Further consideration of how these issues can best be tackled over the next five years has been an important element in the formulation of the 2013 - 18 strategy.

6.8 The Indoor Sports Facilities Plan 2012 - 22

The council has already started planning for the future of sport and physical activity in the city. In April 2012 it approved an Indoor Sports Facilities Plan. Its priorities are to:

- **Build a new large multi-purpose sports centre**
- **Increase the number of community swimming pools**
- **Facilitate the opening of a purpose built gymnastics facility**
- **Increase levels of community access to existing school facilities, particularly sports halls**
- **Improve the quantity and quality of health and fitness facilities**
- **Improve existing athletics facilities including replacement of the track at Withdean Sports Complex**
- **Develop Withdean Sports Complex as a multi sport hub**
- **Improve the quantity and quality of artificial grass pitches**

Although this is a standalone plan which is already being implemented, its priorities are also central to the delivery of the Sports and Physical Activity Strategy.



In January 2012 Sport England and the DCMS launched a new five year strategy “A Sporting Habit for Life 2012 - 2017” aimed at “growing sports participation at the grassroots level”. It focused in particular on youth sport and places demands on individual sport National Governing Bodies to increase participation in their sport by 14 – 25 year olds, all adults and people with disabilities.

7.1 National

Although the impact of the strategy at a local level is yet to clear, if it is fully delivered and funded, it could lead to the following developments:

- Funding at county level to further develop links between clubs and schools
- Support to secondary schools to open up their schools for community use and develop community sport clubs. This includes funding for facility improvements
- Introduction of College Sports Makers to develop sport in Further Education Colleges
- High profile support for the School Games

A number of statements about potential changes to policy have been made following the Olympic Games, some of which may have far reaching consequences for the organisation and promotion of sport.

The Primary School Sports Premium provides a dedicated ring-fenced resource to every primary school in England to deliver high quality PE & Sport. The funding commenced in September 2013 so the impact has yet to become clear but it could contribute significantly to some aspects of Brighton and Hove sport. The council will work with the County Sports Partnership (Active Sussex) to support primary schools in the effective use of the money to ensure a sustained impact over the two year and beyond. The Sports Development Team co-ordinate the delivery



of the School Games programme locally to drive participation in School Games competitions, increase the number of young people taking part in competition, develop opportunities for all, including the least active, increase club sport and develop Change for Life Clubs and increase links to local clubs.

7.2 Regional

7.2.1 Active Sussex

Active Sussex is the County Sports Partnership with a responsibility to coordinate and facilitate sport and physical activity across the county. Its "Sussex on the Move Physical Activity Strategy for Sussex 2010 -2020" has five key themes:-

- 1 Collaborate:** to develop physical activity through strong partnership across the county.
- 2 Influence:** to raise the profile of physical activity at a commissioning level to increase investment and resourcing at a local level.
- 3 Inspire:** to take an innovative approach to promoting physical activity, finding creative ways of presenting physical activity in new communities.
- 4 Target:** to target the least active population, and contribute to the reduction of health inequalities in participation.
- 5 Challenge:** to make a difference by challenging the 'norm' and realising the potential for people not currently participating in physical activity.

Active Sussex plays an important role as coordinator for the Sussex School Games and offers a number of support services to sports providers in the county.

7.3 Council and Community

Council and community policies which have been taken into account in formulating the strategy include:

7.3.1 Corporate Plan

Among key outcomes of the plan to which the Sport and Physical Activity Strategy will contribute are:

- Children and young people to have the best start in life
- Reduce health inequalities
- Culture and leisure opportunities for all
- Cohesive and safe communities
- Resilient and vibrant community and voluntary sector

7.3.2 Joining the Dots – Volunteering Strategy 2010 -2015

The council has a strong commitment to encouraging and supporting volunteers. The following strategic priorities of Joining the Dots form part of the context for the Sport and Physical Activity Strategy:

Increase numbers of volunteers in the city

Increase recognition and value volunteers and volunteering

Improve experiences for volunteers and the organisations they volunteer for

Enable development – build and influence an environment that enables volunteering to have the maximum economic and social impact



It places particular emphasis on the health value of regular physical activity at all stages of life from birth to old age.

7.3.3 Sustainable Community Strategy

Brighton and Hove Strategic Partnership's strategy fully recognises the important role which sport and physical activity plays in community life. Many of the targets which it set for active recreation have already been met and the Sport and Physical Activity Strategy will further enhance the contribution made to delivering the key priorities of promoting enterprise and learning, and improving health and wellbeing.

7.4 Joint Strategic Needs Assessments (JSNAs)

There are a number of JSNA's which have been undertaken by the council over the last four years which have conclusions or recommendations relevant to the Sport and Physical Activity Strategy. They are:

7.4.1 Physical Activity and Sport

The JSNA takes a detailed look at the links between health provision, desirable health outcomes, sports provision and physical activity. Drawing on the extensive research, analysis and guidance which has been undertaken at national level, the Assessment makes a clear case for the role which sport and physical activity can play in improving the health and wellbeing of communities. This applies especially to the maintenance of healthy weight and the prevention of the onset of conditions such as Type 2 Diabetes.

It summarises the crucial links between health and physical activity in the following statements:

“Physical activity has significant physical health benefits for children, particularly prevention of overweight & obesity & Type 2 diabetes, & improvements in skeletal health. There are also links to improved psychosocial health in terms of self esteem & tackling depression, all of which provide strong evidence for promoting physical activity amongst children & young people.”

“There is a clear causal relationship between the amount of physical activity people do & all-cause mortality. While increasing the activity levels of all adults is important, targeting those adults who are significantly inactive (ie engaging in less than 30 minutes of activity per week) will produce the greatest reduction in chronic disease.”



The Assessment highlights the need to more heavily promote general physical activity as a pathway to individual health and wellbeing. Specific recommendations made which are of direct relevance to the Sport and Physical Activity Strategy are:

All Ages

- Adopt a life course approach towards the prevention of sedentary behaviour, physical inactivity and the promotion of physical activity using the Chief Medical Officer's guidelines for all ages.
- Develop programmes and initiatives to encourage regular participation in sport and physical activity to address inequality and improve health.
- Support and develop local voluntary clubs and groups to provide sustainable sport and physical activity provision.
- Implementation of Indoor Sports Facilities Plan 2012-2022 to improve quality and quantity of sports facilities in the city.

Children and Young People

- Provide in and out of school sport and physical activity opportunities by developing and supporting community groups and facilities
- Develop physical activity and sport participation programmes to reduce inequalities and improve health
- Ensure a co-ordinated and comprehensive process is in place to collect intelligence on levels of sport and physical activity participation, both within and outside of schools

7.4.2 Children and Young People

The report recommends that in relation to the general health of young people and the strategy to counter obesity:

“The provision of sufficient and attractive out of school time activity should remain a priority in order to improve levels of activity overall (especially for girls).”

7.4.3 Children and Young People with Disabilities including Complex Health Needs

The Assessment identifies substantial barriers in accessibility to clubs, after school activities and even mainstream activities such as swimming for young people with disabilities.



8 Facts and figures



Based on the ONS 2010 mid year estimates, the population of the City of Brighton & Hove is 258,800. The city has an unusual population distribution compared with the national profile.

8.1 Population

There are relatively large numbers of people aged 20 to 44 years – those most likely to be active in sport – with fewer children aged less than 15 years and fewer older people (aged 65 years or over). However, there are more very elderly people (aged 85 years or over), particularly women.

The population is predicted to increase, the greatest increase will be in the 25-34 and 50-59 age groups, The under 15 population will also see significant increase.

With two universities, the city hosts approximately 34,000 students, many of whom stay on after university. Estimates from the University of Sussex suggest that around 40% of graduates remain in the area after completing their studies.

The city has a large lesbian, gay, bisexual and transgender (LGBT) community, estimated to be about 1 in 6 people in the city.

In the 2001 Census, 88% of the city's population described themselves as from white groups compared with 87% nationally. The 2011 Census reveals that the ethnicity of the city is beginning to change with increases in non white ethnic groups living in the city, the percentage of Black and Minority Ethnic Groups has increased from 12% in 2001 to 19.5% in 2011. The non white population is spread across a wide range of ethnic groups with no dominant group.

Although much of Brighton and Hove has a comparatively good standard of living, there are significant areas of social deprivation and notable health inequalities across the city. Overall Brighton and Hove is the 79th most deprived out of 354 local authorities in England. The areas of most severe deprivation in the city are East Brighton, Moulsecomb, Hangleton and Queen's Park.

The same areas perform poorly in the Child Wellbeing Index. East Brighton and Queen's Park in particular are consistently among the worst performers for all health indicators including all cause mortality, emergency admissions and mental health admissions.

Just over 1 in 6 residents are limited in their day to day activities because of a long-term health problem or disability.

Nearly one in 12 people (20,445 people, 7.5%) have a long term health condition or physical disability that impacts on their day to day activities a lot. This is similar to the average rates for the county/region. Around 5,000 adults are estimated to have a learning disability.

Sport and physical activity makes an important contribution to the city in both providing recreation for its comparatively young population and in supporting intervention strategies to alleviate social and health inequalities.

8.2 Participation

Sport has a number of Key Performance Indicators which it measures through its annual Sport England Active People Survey. The results below are taken from Active People Survey 6:

Indicator	Definition	%
Sports Participation	Adults participation in 30 minutes of moderate intensity sport.	34%
Volunteering*	Those volunteering to support sport for at least one hour a week	13%
Club Membership	Membership of a club "particularly so that you can participate in any sport or recreation activity in the last 4 weeks"	16%
Receiving Tuition	Those having received tuition from an instructor or coach "to improve your performance in any sport or recreation activity in the last 12 months"	19.6%
Organised Competition	Those "having taken part in any organised competition in any sport or recreational activity in the last 12 months"	15.4%
Organised Sport	Those who have done at least one of the following: received tuition, taken part in competition or been a member of a club to play sport in the last 12 months	34.5%

* these results relate to Active People 5

% = % of adult (16+) population taking part

Percentage of adults doing the recommended level of physical activity in the same week by age group and gender, Brighton & Hove



Source: Health Counts 2012 and 2013

Over the last ten years, we have consistently used the three cities of Southampton, Portsmouth and Bournemouth as a benchmark for delivery of sports services.

Compared to these three cities, Brighton (25.4%) is placed first on the Participation Indicator with Bournemouth at 23.7%, Portsmouth at 20.7% and Southampton at 23%. This is for 3 x 30 minutes of sport or physical activity per week (APS7Q2).

The Active People Survey also gathers other information. Of note are the following results:

65% of adults in Brighton and Hove want to do more sport



Levels of satisfaction with sports provision in the city (44%) are lower than those for the South East (49%) and England (46%)

The council's own Sport and Physical Activity Survey in 2011 [see 4.2] showed that lack of time, work commitments and cost are the greatest barriers to participation.

There is also strong case for the need to target efforts to increase participation towards different communities in the city, where there are notable differences in current participation rates. Information taken from the Safe & Well at School Survey, Health Counts and Active People survey all indicate that there is lower participation levels amongst the following groups:

- Female
- Young people (14-25)
- Disabled/Long term health conditions
- Lower income groups
- BME groups
- Older People

8.3 Health and Wellbeing

The Joint Strategic Needs Assessment for Health and Wellbeing provides a wealth of information on health issues in the city. It highlights the following which have relevance to and the potential to be influenced by the Sport and Physical Activity Strategy.

- **Almost half of the population in the city has current or possible future health concerns linked to lifestyle issues**
- **Widening inequalities in life expectancy and cancer and circulatory disease mortality rates within the city**
- **High levels of mental health problems**
- **High estimated smoking prevalence**
- **Whilst childhood obesity rates are lower than nationally and falling, still more than one in seven 10-11 year olds are obese**
- **Large numbers of people with long term conditions**
- **Significant needs of those with physical disabilities, learning disabilities and autism - both adults and children**



Engagement in physical activity has a contribution to make to strategies in order to deal with all of these issues but importantly we must develop a closer understanding and address the practical reasons why people find it difficult to make healthy lifestyle choices. NICE guidance on the development of physical activity programmes to compliment public health outcomes should be used to inform local programmes.





9

Points of view

The council's Sports Development and Public Health teams have carried out a number of consultation exercises over the last two years relating to sport and physical activity. Taken together these create a valuable picture of how sports provision is perceived and what priorities participants, providers and other stakeholders, think the council should be pursuing.

9.1 JSNA Physical Activity and Sport – Sport and Health Provider Consultation

A representative sample of 26 sports and health providers were interviewed as part of the background to preparation of the JSNA.

Results show a lot of positive feedback about sports activity in the city and the contribution made by the council.

Areas which were identified as the most important for inclusion in future plans were the need to:

- Invest in facility improvement and address the geographical imbalance in facility distribution
- Improve cooperation and communication between stakeholders
- Deal with the gap left by the abolition of the School Sports Partnership
- Improve information about and promotion of sport
- Increase the profile of sport and physical activity in the city
- Focus on women and older people as target groups

9.2 Sport and Physical Activity Survey

The council carried out an online Sport and Physical Activity Survey which received 451 responses. The results from questions directly relating to the development of a new strategy were:

- Price discounts were the most likely factor to encourage greater participation followed by better access to facilities and activities at a more local level.

The top three sports which both male and female respondents felt the strategy should focus on were swimming, walking and cycling. Yoga, tennis, athletics and dance also featured highly in both sets of responses. When asked to identify three priorities for the strategy to pursue, the most nominated (in order) were:

- 1 Supporting and developing local voluntary clubs and groups who deliver sport and physical activity**
- 2 Increasing physical activity levels of all residents**
- 3 Supporting local clubs to access funding**



9.3 Your Club Your Say

The Sports Development Team carried out a survey of sports clubs to which 75 clubs responded, a rate of 12% among known clubs working in the city. The response rate was disappointing but its results still have some value and tie in with other feedback from sports clubs. Some of the most significant results were:

- The three highest ranked areas where clubs said they most needed support were advice on funding, increasing club membership and recruiting volunteers to support club activities.
- 42% of clubs wanted support to establish links with education and youth providers in order to promote their activities.
- 43% of clubs were unaware of the City Sports Forum.
- When asked to identify training needs to help the club develop, the two highest priorities were club funding and developing partnerships with other clubs and schools.



9.4 Indoor Sports Facilities Plan 2012 – 2022 Consultation

Preparation of the plan involved a number of consultation exercises with facility users, clubs and other stakeholders. These focused primarily on specific facility issues and the recommendations of the Indoor Sports Facilities Plan take these into account. Of wider interest to the Sport and Physical Activity Strategy were these results:

- Approximately 40% of respondents said that they used other sports facilities outside the city because they provided a better range and quality of facilities to those in Brighton & Hove.
- Almost 70% of clubs said that facilities in Brighton and Hove were not meeting their current training and competition needs and 60% said that the facilities would not provide adequate scope for the club to fulfil its development potential over the next 10 years.
- Gymnastics, table tennis, hockey and climbing were consistently identified as the sports in the city which were least well catered for.



Following the overwhelming success of the London Olympic and Paralympic Games there has never been a better opportunity to develop sport and physical activity in the city. The ability of sport and physical activity to contribute effectively to the outcomes of the wider health and other community agendas will be critical to ensuring that resources are provided.

In order for the key outcomes to be achieved it will be essential for all sports and activity providers to play an important role.

Working in partnership will be essential to maximise resources and ensure the greatest impact in the city. This will be particularly necessary of the key agencies that are members of the Brighton & Hove Sport and Physical Activity Strategic Group who will develop and deliver joint citywide initiatives.

The action plan that follows is the contribution from the council's

Sport Development Team to deliver the key outcomes. This will be reviewed and updated annually to reflect priorities and is an on going work programme.

More people, more active, more often will mean a healthier and happier Brighton & Hove with a larger proportion of the local population using the power of sport and physical activity to positively change their lives.







Brighton & Hove City Sport and Physical Activity

Sports Development Action Plan & Targets

2013



The following plan details the actions that will be taken by the City Council's Sports Development team to support the delivery of the outcomes identified within this strategy. The plan will be reviewed and updated annually.



**Brighton & Hove
City Council**

1

Increased regular participation by local residents in sport & physical activity

Why is this outcome important

- Increased participation can improve health and wellbeing, including weight management and mental health.
- Physical inactivity places a significant cost on local health and social care services. The estimated annual cost to NHS Brighton and Hove of physical inactivity is in excess of £3m.
- In the UK the estimated annual cost of ill health directly attributable to physical is estimated to be £0.9 billion - In Brighton & Hove the financial cost of physical inactivity across five diseases linked to physical inactivity (ischaemic heart disease, ischaemic stroke, breast cancer, colon/rectum cancer and diabetes mellitus) is £1.4 million per 100,000 population.
- Increased participation can bring a wide variety of social benefits and reduce anti-social behaviour including increased community cohesion and a reduction in anti-social behaviour.
- Active People Survey – 65% of adults want to do more sport and physical activity / 41% do no sport or physical activity.
- Resident, club and partner feedback from consultation (Physical Activity and Sports Joint Needs Assessment 2012).

Targets and measurement methods for 2013/14

- An increase in regular activity level of city residents as measured by Sports Development.
- Increase the proportion of adults doing at least 30 minutes of moderate physical activity per week.
- Increase in number of participants reporting improvement to their health and wellbeing. Measurement via Sports Development evaluation weeks and participants registers.
- Increase in the number of participants engaged in Sports Development programmes reporting an improvement in physical activity levels.
- Increase the number of people accessing green and open spaces.

Objectives

Continue to deliver and develop a high quality programme of different sports and physical activities in facilities across the city

Promote and encourage greater use of parks and open spaces for informal recreation and physical activity

Increase the profile of sport and physical activity and its benefits to the city

What will we do?	Annual Target & Measurement Methods
Work in partnership to develop and deliver a range of high quality sport and activities in Leisure Centres and in local communities (eg Active for Life, Summer Fun, TAKEPART)	Increase visits to council facilities (1.2 million visits – 2012). Increase the number of people attending sports development activities (111,000 in 2012).
Implement recommendations in the Indoor Sports Facilities Plan 2012-2022	Achievement of the objectives within Indoor Sports Facilities Plan 2012-2022.
Working in partnership with Freedom Leisure and Mytime Active to maximise the potential to increase participation through the city's leisure facilities and golf courses	Joint working plans produced and reviewed quarterly detailing targets and delivery programmes.
Support projects to increase access to facilities, particularly on school and club sites, prioritising those which will have a wider community benefit	Continue to support initiatives delivered through sports facilities including the free swimming initiative, MEND, GP Referral scheme, Compass Card Support the delivery of 20 club sessions in school and in community. Support the development of 3 Door Step Clubs across the city to engage children and young people.
Work with local stakeholders to support an enhanced programme of sport and activity for residents in the city	Develop Joint working plans and initiatives with key partners: Brighton University, University of Sussex, Albion in the Community, Freedom Leisure, My Time Active, Active Sussex.
Develop and enhance opportunities provided in public parks, open spaces and Skateparks	Deliver and develop skate programmes and events in five Skateparks: Woodingdean, Hove Lagoon, The Level, Saltdean and Hollingdean. Deliver 16 weekly free Healthwalks which incorporate local parks and green spaces and increase number of walks and participants. (800 participants / throughput of 6000 walks) Deliver a calendar of special interest walks to celebrate Healthwalks 10 year anniversary. Deliver 20 local outdoor events 10 city-wide events.
Support and develop initiatives and events to encourage greater use of natural facilities such as the seafront and the South Downs	5 initiatives delivered/supported, e.g. Paddle Around the Pier, Earthhour, Nordic Healthwalks & The Brighton Marathon and The Beacon Half Marathon.
Develop a city wide media and marketing campaign promoting sport & physical activity	Active People survey – satisfaction with sport and increased participation increases.
Refresh the on line Active for Life database, host on the council's website and launch the new site to increase community awareness of local clubs and opportunities	Increase organisations using the database to promote activities to 500 Increase visits to the website each month to over 7000.
Refresh Sport and Physical activity pages on the council's website, migrate TAKEPART website and utilise social media outlets to support the objectives and initiatives of the Sport & Physical Activity Strategy	20% average increase in web traffic to the site pages per month. Increase Facebook visits and Twitter followers. Investigate Smartphone app to promote & show all sport and physical activity opportunities in the city.
Further develop the City Sport & Physical Activity Awards as promotional vehicle in the city	Increase nominations by 25% and increase sponsorship support offered by local organisations by 20%.



Objectives

Support and deliver a programme of events to inspire residents to take part in sport & physical activity

Use local consultation to guide the development of priority sports in the city

Deliver a range of introductory and low level activity sessions to encourage first steps into regular participation



What will we do?	Annual Target & Measurement Methods
<p>Develop and expand the TAKEPART Festival of Sport and Physical Activity in collaboration with clubs and partners</p>	<p>Increase the number of organisations delivering activities and events in the festival from 77 to 100.</p> <p>20 school and club opportunities developed.</p> <p>Increase community taster sessions and support the development of 2 new events</p> <p>Introduce a new adult event in the city and new event in Stanmer Park.</p> <p>Produce TAKEPART evaluation report to demonstrate festival is continuing to impact on long-term activity rates of participants.</p>
<p>Work with partners to deliver a programme of sport and physical activity events to inspire local residents</p>	<p>Deliver and support 40 events including Healthwalks 10th anniversary 2013.</p> <p>Source external funding and deliver Ping 2013.</p>
<p>Support high profile competitions and sports events in the city to increase economic benefits and deliver development activity programmes to maximise impact for local residents</p>	<p>Work with events team to ensure that sports events have a local delivery pathway.</p> <p>Set up rugby development lead up and legacy plan and working group linked to Rugby World Cup 2015.</p> <p>Deliver 8 10 week children's running programmes to link with Brighton Marathon and Beacon Half Marathon and support the delivery of the mini miles.</p>
<p>Develop opportunities to widen the cultural offer through sport to residents and visitors to the city</p>	<p>Engagement programmes and events including the Dance World Cup, World Mental Health Week.</p>
<p>Develop citywide working groups to develop increased opportunities to take part in: Swimming, Walking, Cycling, Running and Athletics, Dance, Rugby and Table Tennis</p>	<p>Establish working groups and agree programmes and targets.</p>
<p>Sports development activities provided will be suitable for people with no previous experience with identified pathways for ongoing progression</p>	<p>Number of weekly sessions to engage with the least active through the Active for Life and Healthwalks programmes.</p> <p>Further develop and promote Green level Healthwalks.</p> <p>Deliver over 100 taster sessions and promotional talks.</p>

2

Increased social and health benefits delivered by sport and physical activity in the city

Why is this outcome important

- Significant levels of health and social inequality exist across the city. – 43,632 adults are obese, 6,500 are morbidly obese. An estimated 14,000 children and young people aged 2- 19 years are overweight or obese and predicted to increase to 16,200 by 2020.
- Cost to the NHS of all health conditions related to inactivity is forecast to rise.
- The newly established Health and Wellbeing board have endorsed five key topics, identified in the JSNA, as priority health issues for the city; three of these are linked to physical activity. They are cancer, mental wellbeing and healthy weight.
- The greatest public health benefit lies in increasing the physical activity levels of the least active, particularly those doing zero sessions of activity and moving these up to one or two days of activity per week
- 65.9% of adults aged 55+ undertake zero days of regular activity (APS4)
- Community cohesion, reduction in anti-social behaviour
- 12% of 18 + population have mental health issues

Targets and measurement methods for 2013/14

- A reduction of the levels of childhood obesity among 10-11 year olds (currently one in five).
- Reduce the percentage of people currently doing no physical activity.
- An increase of regular activity level of young people aged 14-25.
- Increased participation amongst low income groups (APS)
- Reduction in the prevalence of adults who are overweight or obese

Objectives

Continue to develop and support sport and physical activity programmes to target the least active groups

Develop a range of introductory and low level activity sessions to encourage first steps into regular participation

Ensure sport and physical activity effectively contribute to public health outcomes

What will we do?	Annual Target & Measurement Methods
Deliver the Active for Life and HealthWalks programme across the city targeting groups who are least active	<p>Number of people engaged in programmes.</p> <p>Increase numbers attending Healthwalks by 2% each year.</p> <p>Target Healthwalks to older people, women and those with physical or mental health conditions.</p> <p>Deliver 3 Volunteer Healthwalk Leader training days per year.</p> <p>Increase number of residents from targeted communities attending activities delivered through the Active for Life project.</p>
Prioritise sports development activities towards people living in areas with higher indexes of deprivation	Number of people engaged in Sports Development activities from areas of deprivation.
Provide advice and support to external programmes and providers targeting the least active	<p>Number of programmes directly supported.</p> <p>Active for Life (AFL) support 12 programmes/services (youth service, children's centres, Looked after children, young mums, sheltered housing, carers project, Shape Up Programme, Millview Hospital, Black & Minority Ethnic Community Partnership, Health Trainer service, Play team, MIND).</p>
Prioritise advice and support to sports clubs and organisations delivering in areas with higher indexes of deprivation	Over 20 clubs supported to deliver activities within areas with higher indexes of deprivation.
Sports development activities to be suitable for people with no previous experience with identified pathways to support ongoing participation	<p>Number of people accessing sports development activities undertaking less than the recommended physical activity. Number of people who become more active after engaging with the sports development team.</p> <p>80% of AFL attendees to report increase activity levels after 3 months, 65% after 6 months and 40% after 12 months.</p>
Develop increased links between primary care providers and community sport and physical activity programmes	<p>Sports Development Team to be represented on Health Promotion Steering Group & Providers Network, Preventing Obesity Group. Develop Walkwell mentored walks for breast cancer patients.</p> <p>Active for Life to link work with Public Health commissioned projects - Health Trainers, BHFP and refers to other services via refer-All scheme.</p>
Develop and support activities to contribute to the outcomes in the city's Weight Management Strategy	<p>Number of activities supported.</p> <p>Number of activities delivered.</p> <p>AFL Supports – Shape Up – 15 courses per year, Health Trainer service, refers into Healthy Weight Scheme via Refer-All.</p> <p>AFL Delivers In Shape For Life Programme (6 groups across city, 40 sessions per annum each group).</p> <p>AFL delivers Childhood Weight Management Clinic.</p> <p>Pre-school Fit and Fun Families sessions x 2.</p>



Objectives

Ensure sport and physical activity effectively contribute to public health outcomes

Support initiatives that use sport and physical activity to divert young people from crime and antisocial behaviour



What will we do?

Annual Target & Measurement Methods

Encourage the development of workplace physical activity programmes amongst local employers

Support the delivery of the Global Challenge and deliver a programme of activity during Adult Learners week.

Support and develop initiatives to use sport to contribute to improving mental wellbeing

In partnership with the Basement deliver a programme of events and activities during World Mental Health week.

Work with partners to deliver an inclusive Street Games programme across the city

Number of young people participating.
Deliver 5 Street Game programmes with Youth Service, Adventure Unlimited, Groundworks, SYCMA, Crew Club.

Support the development of "Door Step Clubs" across the city to engage children and young people

Support the 3 clubs established.

Work with schools and colleges to signpost young people into community based activities

1,000 students to attend engagement opportunities.



3

Improved equality of access to sport & physical activity for the least active city residents

Why is this outcome important

- Consultation reveals specific barriers to participation by certain groups. Inactivity is greater amongst certain groups (e.g. in areas of deprivation).
- Council and Public Health communities of interest
- Strong social benefits realised through greater community integration through sport and physical activity
- Improved health and wellbeing and mental health statistics.

Targets and measurement methods for 2013/14

- 2400 more people aged 55+ undertaking the recommended levels of physical activity (3.3% increase APS against ONS population forecast)
- Increase participation of the least active people in the city.

Objectives

Prioritise the development of activities for groups who experience additional barriers to participation in sport & physical activity: people with disabilities, older people, minority ethnic people, women and girls, looked after children, LGBT communities & low income groups

Develop a programme of opportunities to increase participation amongst people living with disabilities or long term health conditions

Develop a programme of opportunities to increase participation amongst older people



What will we do?	Annual Target & Measurement Methods
Continue to support and develop effective programmes working with target groups e.g.: Active for Life, Standing Tall, HealthWalks, Active Forever etc	Level of engagement from target groups in Sports Development Activities AFL to deliver following 10 programmes Fit and Fun Families, Girls Get Active, Women Get Active, Men Get Active, Active Forever, Street Games, Dance AFL, Summer Holiday club, In Shape for life, Holiday Activities. AFL to support Standing Tall, Weight management service via BHFP, Youth Service, children's centres, Looked after children, young mums, sheltered housing, carers project, Shape Up Programme, Millview Hospital, Black and Minority Ethnic Community Partnership, Health Trainer service, Play team, MIND.
Work with local advocacy groups to identify and address existing barriers to participation	Level of engagement from target groups in Sports Development Activities.
Develop initiatives to support local clubs, coaches and volunteers to provide activities for target groups	Number of people undertaking sport specific training to support increased participation from target groups. Number of clubs directly supporting targeted initiatives.
Develop opportunities available through the Leisure Card	Target of 500 cardholders in 2013/14.
Support the development of opportunities provided through the Compass Card Scheme for young people with special needs	Increase in the number of people accessing the activities. Increase in the number of activity sessions within the scheme.
Increase opportunities and regular participation through sports development programmes from people living with a range of disabilities	Number of people accessing programmes who declare they have health conditions. In partnership deliver the TAKEPART Amazing Zone at TAKEPART event and Go For It day.
Increase opportunities and participation for people in primary care programmes, targeting child and adult obesity, mental health, respiratory, stroke, diabetes, cancer and musculoskeletal conditions.	Number of people accessing programmes who declare they have health conditions.
Deliver a community Active Forever programme of events and activities targeting older people including Healthwalks	Number of older people participating. Number of older people doing zero activity, Number of events delivered. Deliver the Ping-pong care campaign and TakePart Older People's Day.
Expand and develop the Boccia league & Short Mat Bowls League to provide wider opportunities across the city	Number of teams playing in the Boccia and Short Mat Bowls Leagues and continue outreach development work.



Objectives

Develop a programme of opportunities to increase participation amongst minority ethnic people

Develop a programme of opportunities to increase participation amongst women and girls

Develop a programme of opportunities to increase participation amongst children in care

Develop a programme of opportunities to increase participation amongst the LGBT community

Develop a programme of opportunities to increase participation amongst low income groups

Support and train local sports organisations, clubs, coaches and volunteers to provide activities for target groups



What will we do?

Annual Target & Measurement Methods

Support community sports organisations to develop increased membership and opportunities for this target group	Support the Sports Working group to develop Black Minority Ethnic women's groups to access swimming, courses and source funds for subsidised swims. Deliver Girls Get Active Programme targeting Black Minority Ethnic young Muslim women.
Coordinate a Girl's Get Active Programme across the city targeting girls aged 14-25	Number accessing sports development programmes. AFL – 60% of new participants Female. AFL – Girls get Active, Women Get Active, Dance AFL, Womens Well-being events.
Increase opportunities for children in care to participate in community based sports activities and holiday programmes	Number accessing sports development programmes. Active for Life to deliver 5 school holiday sessions for Looked after Children.
Develop the range of activities available through the Listen Up Card scheme	Increase number of residents using card. Continue to support the Listen Up scheme at council sports facilities.
Review facilities and activity provision and identify opportunities to remove barriers to participation for transgender community	Successful delivery of a transgender swimming session in the city. Support the delivery of programmes and events delivered by BLAGGS
Introduce pricing benefits and special offers, (where possible) to encourage participation	Active for Life – 10 programmes all low cost or free in targeted communities Develop the Leisure Card Concessionary Scheme including close monitoring and evaluation.
Create opportunities for clubs to support sports development targeted programmes (eg Active for Life, school holiday programmes) in local communities	Number of clubs engaged in programmes. Number of children and young people participating. Number of activity sessions.
Provide specialist training to support clubs, coaches and volunteers to provide high quality activities for target groups	Number of people trained.
Provide support for sports organisations to access funding to deliver opportunities for target groups	Number supported. Amount of additional resources accessed.

4

Increased opportunities for children & young people to participate in sport and physical activity in school and community settings

Why is this outcome important

- Developing and promoting junior participation in sport and physical activity is vital in the development of lifelong skills and behaviour.
- Consultation from wider stakeholders has clearly identified that this should be a core focus.
- Level of childhood obesity and predictions for the future.
- Level of child poverty. Develop resilience to health issues.
- Increase the proportion of children and young people achieving the Chief Medical Officer's recommendation for levels of physical activity including an increase in school based activity.
- Creating a Sporting Habit for life – Sport England

Targets and measurement methods for 2013/14

- Childhood obesity reduction - One in five children currently reporting recommended levels of exercise (Safe and Well at School survey).
- Increase number of Club Mark Clubs.
- Contribute to the reduction in prevalence of overweight and obese children from the National Child Measurement Programme dataset for children aged 10-11 years.
- An increase in regular activity level of children and young people measured by Sports Development.
- Increase the proportion of children doing at least 30 minutes of moderate physical activity per week.
- Community cohesion, reduction in anti-social behaviour.
- Increase in number of participants reporting improvement to their health and wellbeing. Measurement via Sports Development evaluation weeks and participants registers.
- Increase in the number of participants engaged in Sports Development programmes reporting an improvement in physical activity levels.

Objectives

Increase opportunities for children to access high quality sport and physical activity through local schools

Increase opportunities for children and young people to access a range of community based sport and physical activity

What will we do?	Annual Target & Measurement Methods
Work with agencies and colleagues to investigate a formal review to develop a local school sport plan incorporating school curriculum activity, school competitions and extra curricular activity	Creation of a local school sport delivery plan.
Offer practical mechanisms to schools to meet a minimum of 2 hours target of PE per week, to introduce a wide range of sports, and to provide opportunities outside of school hours	Schools achieving target. Pupil activity through Safe and Well at School survey.
Support the development of sports facilities at school sites particularly where there are wider benefits to the local community (ref. Indoor Sports Facilities Plan 2012-2022)	See Sports Facilities Plan 2012-2022. Identify suitable schools and initiate discussions with Headteachers.
Develop and support initiatives to improve links between clubs and schools to increase the range of opportunities and improve pathways into community sport	Number of National Governing Bodies affiliated clubs with formal links to local schools.
Deliver extracurricular and school holiday programmes to provide high quality community opportunities for children and young people in the city	Number of children and young people accessing Sports Development programmes. Number of children and young people accessing programmes delivered by Freedom Leisure / Mytime Active.
Increase understanding of the needs and interests of local children and young people relating to sport and physical activity	Through Safe & Well at School survey.
Provide support to local sports clubs and organisations to deliver increased opportunities for children and young people	15 clubs/organisations receiving support.
Support National Governing Bodies to increase the number of Club Mark clubs in the city	Club Mark register.



Objectives

Increase participation amongst 14-25 year olds to address the drop in participation levels at this age

Safeguard children and young people accessing sport & physical activity in the city

What will we do?	Annual Target & Measurement Methods
Deliver a range of initiatives and programmes to engage and develop opportunities for this age group	Number of people aged 14-25 participating in sports development programmes.
Maximise opportunities for local sports organisations to access and deliver Sportivate funded programmes	Number of sports organisations receiving Sportivate funding.
Source continuation funding for a City Wide Skateparks development worker to deliver a range of programmes and activities in city Skateparks	Funding accessed to resource work.
Develop and support a range of Streetgames and dance activities for young people across the city	Number of sessions and participants.
Provide advice and guidance to local organisations to develop appropriate policies and procedures to safeguard people involved in their activities	Number of clubs and organisations receiving support.
Develop measures to ensure all sports organisations with junior members using local authority facilities and programmes meet minimum safeguarding standards	Number of clubs accredited.

5

Increased capacity of the voluntary sport and physical activity sector in the city

Why is this outcome important

- There are over 500 sports clubs and groups in the city.
- Identified as a key area for support from local authority in resident and stakeholder consultation.
- Address low satisfaction in sports provision.
- Support the significant contribution of volunteers to local sports organisations, however volunteering in sport locally is lower than surrounding area (bottom quartile - Active People Survey)
- Volunteer Strategy (Joining the Dots) highlights the need to increase volunteer opportunities and volunteer management support due to benefits it provides people, places, organisations and society.

Targets and measurement methods for 2013/14

- Increase the number of volunteers who support sport for at least one hour a week from 5.6% - Active people Survey
- Increase resident satisfaction in local sport provision from 44% as measured by the Active People Survey

Objectives

Support partnership and cooperation between local sport and physical activity stakeholders

Attract additional funding to increase the capacity of local sport development activity in the city

Support National Governing Bodies of Sport to implement whole sport plans at a local level

Develop sports coaching and leadership training and opportunities across the city

What will we do?	Annual Target & Measurement Methods
Review the role and operation of the Sports Forum and Sport & Physical Activity Strategic Group.	Undertake review and establish future priorities and targets.
Deliver two events to bring together all partners to plan and develop provision in the city.	2 Events held with 80% of the organisations stating benefit received as a result of attending.
Identify and secure funding and additional resources to enhance the activities delivered by the Sports Development Team	Access £50,000 of additional external funding to support sports development activities.
Support organisations in the city to identify and secure additional funding to support the aims and objectives of the City Sport & Physical Activity Strategy	Support 20 Clubs to identify and apply for funding. Work with local organisations to help them secure £50,000 of external funding.
Work in partnership with National Governing Bodies and Active Sussex to ensure the city fully benefits from Whole Sport Plan initiatives.	Support 3 National Governing Bodies programmes and development groups.
Establish a Sports Leadership steering group to support the development of sports leaders in the city	Establish group and set future targets.
Work with partners to deliver a training programme to enhance coaching skills working with priority groups identified in the City Sport & Physical Activity Strategy	Provide over 50 coaches access to training.
Support increased opportunities for people to study sports disciplines, acquire qualifications, enter apprenticeships, work placements and student placements relating to sport and physical activity	Provide, support and mentor 2 university students placements.



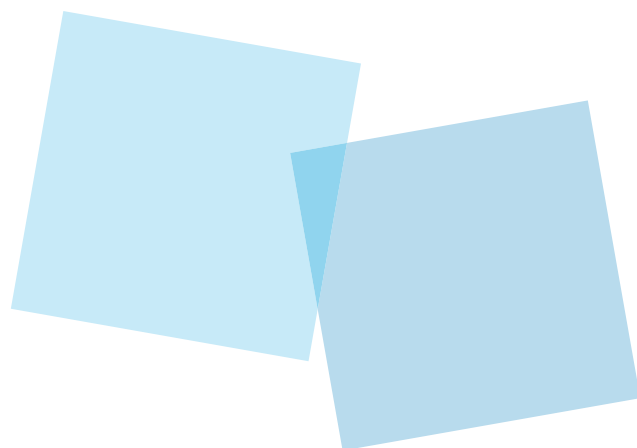
Objectives

Develop strong community sports clubs and organisations

Increase the number of volunteers supporting local sport and physical activity



What will we do?	Annual Target & Measurement Methods
Provide an advice and needs lead training programme to local sports clubs and organisations to improve administration, management, capacity and access additional resources	50 clubs provided with bespoke development advice. 150 people with leadership roles in clubs to participate in club activities. 80% reporting a positive impact on club activities.
Coordinate initiatives to help clubs increase membership and attract volunteers	100 clubs and organisations supported to increase participants and volunteers.
Provide and manage opportunities for people to volunteer to support community sport and physical activity	Recruit and support 80 volunteers.
Promote the benefits of volunteering to individuals, organisations, and the city	Increased web traffic to Brighton & Hove City Council volunteer pages by 25%.
Source funding for a dedicated Sport & Physical Activity Volunteer Coordinator	Work programme targets to be set once role enabled.



6

Increased participation in high performance sport and physical activity in the city

Why is this outcome important

- High performance sport can inspire the next generation of sports participants.
- Pathways for different levels of ability must be available to enable continued engagement for residents.
- There is a need for the city to support and compliment the regional and national sport structures and support residents in being a part of this.

Objectives

Develop an appropriate range of high quality sports facilities to support participation at all levels

Develop pathways for local residents to compete at all levels of performance



The following plan details the actions that will be taken by the City Council and Sport and Leisure to support the delivery of the outcomes identified within this strategy.

What will we do?	Annual Target & Measurement Methods
Refer to the Sports Facilities Plan 2012-2022	Refer to the Sports Facilities Plan 2012-2022.
Increase sports club engagement in programmes to encourage participation in the community	Number of clubs engaged in sports development participation programmes.
Support National Governing Bodies and clubs to implement talent identification programmes in the city	Number of activities supported.
Provide support to talented young individuals living in the city through the City Sport & Physical Activity Grants, and Brighton Youth Sports Partnership to maximise their level of performance.	Number of individuals supported by grant scheme.

Outcomes and targets

2013 – 2018

	Outcome	Citywide Targets by 2018
1	Increased participation by local residents in sport & physical activity – Adults (16 +)	<ul style="list-style-type: none"> • Increase once a week participation in sport from 34.0% (APS 6 – 4+ sessions of sport of at least moderate intensity over the past 28 days. This indicator currently is looking at 16+, and will include 14+ in the future) • Increase adult participation in sport and active recreation for at least 3 x 30 minute sessions per week from 21.1% (APS6 - formerly NI8) • Reduce the number of inactive people in Brighton & Hove from 24.9% (Active People Survey Department of Health Indicator – number of people doing less than 30 “equivalent” minutes of at least moderate intensity physical activity per week in bouts of 10 minutes or more in the previous 28 days expressed as a percentage of the total number of respondents aged 16. • Increase local satisfaction in sport currently from 65.1% (APS5)
2	Increased social and health benefits delivered by sport and physical activity in the city	<ul style="list-style-type: none"> • Reduction in prevalence of overweight or obese children aged 10-11 years. • Reduction in the prevalence of adults who are overweight or obese
3	Improved equality of access to sport and physical activity for the least active residents	<ul style="list-style-type: none"> • Increase adult participation from key target groups in sport and active recreation to at least 3 x 30 minute sessions per week: Female 19.2%, (APS6) Limiting Illness or disability 18.9%, (APS6) Black and Minority Ethnic Groups: 15.1 % (APS6) NS SEC 5-8: 21.9% (APS1)
4	Increased opportunities for children and young people to participate in sport and physical activity in school and community settings	<ul style="list-style-type: none"> • Increase the number of children & young people reporting recommended levels of exercise. Safe and Well at School survey: 31% of pupils aged 11-14 years took part in three or more hours of physical activity per week 23% of pupils aged 14-16 years took part in three or more hours of physical activity per week 22% of pupils aged 11-14 years took part in more than five hours of out of school physical activity per week 18% of pupils aged 14-16 years took part in more than five hours of out of school physical activity per week)
5	Increased capacity in the sport and physical activity sector in the city	<ul style="list-style-type: none"> • Increase the number of volunteers who support sport for at least one hour a week from 13% (APS5)
6	Increased participation in high performance sport in the city	<ul style="list-style-type: none"> • Increase in regional and national representation

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

Brighton & Hove City Council

Subject: Major Events - Consents
Date of Meeting: 14th November 2013
Report of: Assistant Chief Executive
Contact Officer: Name: Ian Shurrock Tel: 29-2084
Email: ian.shurrock@brighton-hove.gov.uk
Ward(s) affected: All

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To seek member support to grant longer term consents for a number of major events. Event organisers will still need to meet statutory requirements e.g. licensing as appropriate.
- 1.2 To recognise that these events bring significant benefits to the City in terms of sport, culture, tourism and employment.
- 1.3 To reflect that the ability for these events to develop and increase the range of benefits that they bring to the city will be enhanced through granting longer term commitments than is currently contained in annual cycles of permissions.

2. RECOMMENDATIONS:

- 2.1 That events described in paragraph 3.8 are granted landlord's consent for the terms identified.
- 2.2 That consent is provided for the associated road closures on Madeira Drive.
- 2.3 That officers are authorised to enter into formal agreements with event organisers to determine conditions including fees, levels of support, event locations, event routes, and event management plans as appropriate.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Over the last year the visitor economy has held up well despite the challenging economic climate. In large part this is due to the success of the city's events programme. The latest economic impact assessment shows that Tourism generated almost £799m for the local economy supporting over 18,000 jobs.

- 3.2 The 4th running of the Brighton Marathon received record numbers of participants in the full marathon (nearly 10,000) the mini mile for children and in terms of spectators. It has become in a short space of time a very significant part of the city's annual events. The runners raise money for many local charities and encourage many residents to regularly take part in physical activity to prepare for the event with positive public health implications. The Marathon is estimated to generate an economic benefit to the city of £4.5m per annum.
- 3.3 The Sussex Beacon Half Marathon has similarly grown and developed over the past 24 years from an entry of 200 runners to now over 10,000 taking part. Running in February it brings real benefits to the city, not only in terms of health, but running on a weekend that would otherwise be considered 'out of season'. This event is the primary fund raiser for the Sussex Beacon, a clinical care centre for people living with HIV and aids.
- 3.4 The London to Brighton Bike Ride is the main fund raiser for the British Heart Foundation (BHF) whose involvement commenced back in 1980. The event has 27,000 entrants to cycle the 54 mile route from Clapham Common and raise money for the BHF and many other charities.
- 3.5 The London to Brighton Night Ride is a much recent addition to the event's programme. It has already reached no 2 in The independent's Top 10 Sponsored Cycle rides where it is described as "a well-organised 60 mile ride with a great atmosphere that sees around 5,000 cyclists ride through the night".
- 3.6 The Screen on the Beach first took place in 2012 located on the Old Paddling Pool site between the Piers. The event was a huge success showing live Olympic coverage and popular family films. As this site was not available this year the Screen moved to a site to the east of Brighton Pier adjacent to the Big Wheel. While the Screen may not have been so successful this year in attracting audiences, there is a desire to establish the Screen on the Beach as a regular feature. This has the potential to be of particularly benefit to the council in 2015 as a host city for the Rugby World Cup and the staging of a fanzone.
- 3.7 From 2014 it is proposed that longer permissions be granted to these major events to help them plan, organise and where appropriate grow. This will hopefully improve the performance of these events, allowing for better planning and contracting, supporting growth ambitions, and improving local economic impacts. It will allow for improvements to the other outcomes from which the city benefits be that health or support for local charities.
- 3.8 It is therefore proposed that the following events be granted the following consents:
- Brighton Marathon (5 Years. 2014 – 2018 inclusive)
 - Sussex Beacon Half Marathon (5 Years. 2014 – 2018 inclusive)
 - BHF London to Brighton Bike Ride (3 Years. 2014 – 2016 inclusive)
 - BHF London to Brighton Night Ride (3 Years. 2014 – 2016 inclusive)
 - Screen on the Beach (3 years. 2014 – 2016 inclusive)

- 3.8 The City Safety Advisory Group has an overview of all the major events that take place in the city that have the potential to attract significantly large numbers of people. A protocol and good working partnerships between the council and emergency services are in place in the city which is integral to both the planning and delivery of events. Where required, specific Safety Advisory Groups are convened for any major event taking place in the city. Sussex Police are involved in both the planning and consultation of all major events.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 Not applicable.

5. COMMUNITY ENGAGEMENT & CONSULTATION

As part of the Outdoor Events Policy there a standard protocol for consultation in relation to events.

6. CONCLUSION

By providing events organisers with longer term consents will give event organisers greater certainty on the future of the event, thus improving the sustainability of the event.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 In accordance with the existing Outdoor Events policy, fees are charged for commercial events and any costs incurred are the responsibility of the organiser. In addition, a reinstatement deposit is usually held and evidence of adequate insurance cover is provided. The fees charged are determined by negotiation based on a number of factors including capacity, whether a new or established event, whether an admission fee is to be charged and the infrastructure required. All these are subject to agreement by officers as per the recommendations of this report.
- 7.2 The income generated from fees charged for commercial events contribute to the costs of the Outdoor Events Team and enables charitable and community events to be supported at reduced rates or free of charge. The target income for outdoor events in 2013/14 is £0.217m.

Finance Officer Consulted: Name Michael Bentley Date: 24/10/13

Legal Implications:

- 7.3 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space in its area including Madeira Drive for up to 28 days in order to facilitate the staging of major outdoor events. Some events may

need planning permission, depending on whether permitted development rights are available (use 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) and the nature of the proposals.

- 7.4 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.
- 7.5 The terms of the agreements with the event organisers, the on-going 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:

Bob Bruce

Date: 24/10/2013

Equalities Implications:

- 7.6 The Events programme caters for people from all sectors of the community as there are such 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.

Sustainability Implications:

- 7.7 Event organisers are supported to improve the sustainability of events through the Sustainable Events Programme focusing on areas with the highest potential impact. The programme is certified to the international standard for environmental management ISO 14001.
- 7.8 Any Other Significant Implications

No other implications

SUPPORTING DOCUMENTATION

Appendices:

None

Documents in Members' Rooms

None

Background Documents

None

Subject:	Future Plans for Pride		
Date of Meeting:	14th November 2013		
Report of:	Assistant Chief Executive		
Contact Officer:	Name:	Richard Butcher-Tuset	Tel: 29-5514
	Email:	Richard.Tuset@brighton-hove.gov.uk	
Ward(s) affected:	ALL – particularly Preston Park		

FOR GENERAL RELEASE**1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 The Lesbian, Gay, Bisexual and Trans (LGBT) community have staged an annual Pride event in the city for over twenty years; its history is diverse and it has grown with each successive event.
- 1.2 Pride ranks as one of the City's most significant events, this year attracting approximately 160,000 attendees generating an estimated £13.5 million for the city's economy.
- 1.3 Pride 2013 was one of the most successful events and its organisers would like to build on this success; to improve its relevance both to the LGBT community and the city.
- 1.4 This report sets out proposals for the future of Pride; seeking agreement for landlord consent to stage Pride Festival activities in Preston Park over the first weekend in August for three successive years starting in 2014.
- 1.5 Consent is also sought to extend usage of the Park on Friday evening, for longer on Saturday and also during the day on Sunday; the overall objective of which is to ensure the sustainability of the core Pride event.
- 1.6 Each event would be subject to conditions and guidance as detailed in the Health & Safety Executive (HSE) Purple Guide. The guidance sets out the requirements that must be met in full and signed off by the responsible lead agency and, where applicable, the City Safety Advisory Group. The Outdoor Events Policy also states that for major events of this size a comprehensive event plan is required to be produced by the approved organiser.

2. RECOMMENDATIONS:

- 2.1 That Economic Development & Culture Committee continue to support Pride events over the 1st weekend of August;
- 2.2 That the Committee grant Landlord's consent for three successive years, commencing August 2014, to Brighton Pride Community Interest Company to stage both the Parade through the city and a fenced and ticketed Pride Festival

in Preston Park, with both elements subject to the conditions as set out in 3.28 - 3.33 of this report.

- 2.3 That the Committee grant landlord's consent to Brighton Pride Community Interest Company for the extension of the Pride Festival in Preston Park; extending opening times from 1200hrs–2000hrs to 1000hrs -2200 hrs, subject to the conditions as set out in 3.28-3.33 of this report;
- 2.4 That the Committee grant landlord's consent to Brighton Pride Community Interest Company for the extension of the Pride Festival in Preston Park programme to include arts and community based events on the Friday before Pride and the Sunday after Pride, subject to the conditions as set out in 3.28-3.33 of this report;
- 2.5 That the Committee authorises officers to enter into formal agreements with the respective event organisers to determine fees, charges and conditions as appropriate;
- 2.6 That the Committee requests officers to explore with Pride organisers and other stakeholders plans and arrangements to seek to ensure that spin off Pride related events are coordinated and negative impacts minimised.
- 2.7 That the Committee agrees that landlord's consent may be withdrawn should any organiser fail to comply with the conditions and recommendations as set out in this report;
- 2.8 That the Committee agrees that, following past practice, a guarantee against damage to the park will be sought and evidence of adequate insurance cover will be required; and
- 2.9 That the Committee delegates authority to the Assistant Chief Executive to agree any necessary permissions associated with any other events planned for the Pride weekends in 2014, 2015 and 2016.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Pride events in Brighton & Hove have history; the first 'modern' Pride taking place in 1992. Smaller, intermittent events have taken place since the 1970's, though the 1992 event is generally regarded as the beginning of Pride as we experience it today.
- 3.2 The 1992 event took place on the Level and attracted a crowd of several hundreds; offering a mix of entertainment, consciousness raising and campaigning. Since its modest beginning the event has evolved into a festival encompassing the Arts, carnival, protest, advocacy, politics and theatre. It is now one of the biggest Pride festivals in the UK, contributing an estimated £13.5 to the city's economy.
- 3.3 Pride 2013 was delivered by 'Brighton Pride Community Interest Company' (BPCIC) and included a diverse range of activities that celebrated Lesbian, Gay, Bi and Trans (LGBT) communities and the city, including:

- 3.4 **A newly introduced city wide festival of art, film and culture:** This new Arts, Film and Cultural offer featured over 20 events, taking place over a two week period preceding the Preston Park celebration. It aimed to highlight the rich LGBT art scene within the city and deliver a range of popular, inclusive and accessible events appealing to all members of the LGBT community. The programme included a diverse selection of exhibitions and entertainment including art, film, theatre, performance and the return of the Pride dog show.
- 3.5 **The LGBT Community Parade:** Sixty Four organisations and groups took part in the parade including LGBT & community networks, national and local charities, emergency service personnel, businesses, trade unions and political groups. The parade was watched and enjoyed by tens of thousands of residents and visitors.
- 3.6 **A day long festival of live music, entertainment and community support initiatives in Preston Park:** Over 34,000 people attended the ticketed event which included a diverse range of entertainment including dance tents, food stalls and charity exhibitions. The return of the main stage proved very popular and helped the overall event to run smoothly.
- 3.7 Overall the event was one of the most successful ever held in the city, with Pride's fundraising initiatives breaking all previous records; so far generating £43,103 for donation to local LGBT and HIV causes. It is estimated that as many as 160,000 residents and visitors took part in Pride activities.
- 3.8 Evaluation of the Pride event by stakeholders (including the council and emergency services) produced very positive results; with marked reductions in resident complaints and reduced incidents of both crime and medical emergencies. The overall quality of organisation by BPCIC was highlighted and commended.
- 3.9 Issues with ticketing, queues at the park, public transport and problems with dispersed groups of young people drinking excessively in various locations in the city centre have been identified. Work is underway to address these issues, including partnership work with the police and the Alcohol Programme Board to address broader public disorder and under age drinking concerns.

Other concerns have been raised by community groups about accessibility and these issues are being explored further with the community and with BPCIC.

- 3.10 The Gay Village Party in St James' Street is an adjunct to the official Pride celebration and passed without significant incident, though there is concern about event organisation, impact on local residents and broader community safety outcomes; including harmful drinking. Officers are working with local businesses, communities and BPCIC to identify the best way forward and minimise negative impacts.

Pride 2014 and Forward (Proposals in this section are currently subject to statutory consultation with the emergency services)

- 3.11 Pride is self financing, however the authority continues to make very significant contributions of support, including:

- not charging a fee for the use of Preston Park (£1 per head. Total value for 2013 was 35k and this would be higher should the event be extended as set out in the report)
 - use of BHCC Premises Licence (5k)
 - resident liaison support (5k)
 - not charging a fee for Madeira Drive (8k)
 - not charging for suspension of parking bays incurred by the Parade route (2.9k)
 - additional cleaning on the Parade route and post Pride clean up (8k)
 - significant officer time devoted to ensuring the safe delivery of the event.
- 3.12 It is anticipated this in-kind support would be available for 2014, but this will be subject to review.
- 3.13 BPCIC has asked to stage both the Parade through the city and a fenced and ticketed Pride Festival in Preston Park in 2014 and into the future. BPCIC demonstrated their ability to deliver a well organised and safe event in 2013, which was able to make record contributions to local charities without public sector funding. Based on the overall quality and organisation of the 2013 event this option is being recommended for agreement with Members.
- As part of this agreement, BPCIC will commit to working with BHCC to seek a more sustainable and appropriate format and event management arrangement for the Gay Village Party in Kemp Town. This work will be subject to further discussion and agreement with BPCIC, local businesses, residents and the LGBT community.
- 3.14 Agreement to this event would be subject to assurances around the format and safety of the event as set out in the standards section of the report below.
- 3.15 In addition, and as set out in the standards section of the report, BPCIC will be required to ensure community accessibility to the event including disability access and in line with the Trans Equality Scrutiny Recommendations access and inclusion of the Trans Community.
- 3.16 BPCIC financial model includes tickets sales but also corporate sponsorship and in kind support. To obtain the best value for money from contracts and secure ongoing sponsorship arrangements BPCIC will require certainty over a longer period of time than the current annual arrangements. It is therefore proposed to offer BPCIC a three year landlord's agreement commencing in 2014 and ending upon completion of Pride in 2016. This agreement will be subject to annual assurances around the format, safety and community accessibility of the event as set out in 3.28-3.33 below.
- 3.17 BPCIC operated and managed a camping provision through partnership with 'Tangerine Fields' at the Waterhall Sports Complex. Whilst not achieving its anticipated potential the initiative enjoyed enough limited success to

encourage both BPCIC and Tangerine Fields to explore repeating the exercise again for 2014.

- 3.18 To enable better management of access and egress, BPCIC would like to alter the hours of the main Pride event in Preston Park; opening the Park earlier and vacating it later; allowing for a longer and better facilitated time for patrons to gain entry and leave.
- 3.19 To maximise potential income and ensure financial stability and support for the broader community objectives of Pride, BPCIC would like to extend use of the park to include Friday evening and Sunday afternoon; offering a lower impact series of events. It is anticipated this extended use would require a maximum of 2 additional days of restricted access to Preston Park.
- 3.20 The infrastructure necessary for the safe and effective delivery of the Pride Festival takes a week to install, several days to deconstruct and incurs costs in excess of £400,000. The duration of the event is currently 8 hours (1200hrs to 2000hrs) and whilst the event is well organised, well attended and generates significant visitor and economic benefits to the city it demonstrates poor value for money in terms of investment in temporary infrastructure. BPCIC are keen to explore full utilisation of the infrastructure in a number of ways:

Increase the duration of the Pride Festival:

- 3.21 Traditionally the Pride Festival commences at 1200hrs and concludes at 2000hrs; BPCIC propose to explore commencing the event at 1000hrs. With the cooperation of Southern Rail, visitors may be encouraged to arrive by rail at Preston Park station. The opportunity to access the site earlier may reduce the volume of visitors attracted to Brighton station who then follow the parade to Preston Park. This, in turn, will reduce the dwell and entry times that have become a point of visitor inconvenience and criticism since ticketed entry was introduced in 2010.
- 3.22 BPCIC would also to extend the closing time from 2000hrs to 2200hrs. This will enable a phased closure of the various entertainment aspects of the festival from 2000hrs, to a main stage finale at dusk. It is anticipated that a phased closure will encourage visitors to leave the park over an extended duration therefore reducing the impact on surrounding streets.

Additional Event – Friday:

- 3.23 The Friday preceding the Saturday Pride Festival presents an ideal opportunity to host a non-LGBT event within a restricted area of Preston Park. Adopting a seated format and stage within the Dance Tent creates a circa 1,800 seat performance venue for comedy or entertainment of broad appeal to a wide cross-section of the community. At this time it is envisaged that a specially configured section of the festival enclosure, to include bars, catering and welfare provision, would open as follows:
 - 1800hrs to 2000hrs ticketed admission, bars and catering

- 2000hrs to 2130hrs performance.
 - 2130hrs – 2200hrs egress.
- 3.24 Event concepts and timings are indicative at this stage and subject to further development and cost analysis. Agreement to this event would be subject to assurances around the format, safety and community accessibility of the event as set out in 3.18-3.22 below.

Additional Event – Sunday:

- 3.25 The Sunday following the Saturday Pride festival presents an ideal opportunity to work in partnership with BHCC to deliver an arts and / or heritage based event utilising the main stage only. A variety of ideas have been discussed including an outdoor concert or “proms” linked to the World War 1 Centenary featuring a military bands, guest artists, archive footage etc.
- 3.26 At this time it is envisaged that a specially configured section of the festival enclosure, to include bars, catering and welfare provision, would open as follows –
- 1400hrs to 1700hrs ticketed admission, bars, catering, peripheral attractions.
 - 1700hrs to 2000hrs performance (inc interval).
 - 2000hrs – 2100hrs egress.
- 3.27 Event concepts and timings are indicative at this stage and subject to further development and cost analysis. Agreement to this event would be subject to assurances around the format, safety and community accessibility of the event as set out in 3.28-3.33 below

Standards

- 3.28 The organisers of the Pride events will be required to provide a full comprehensive Event Management Plan that will be agreed by the multi-agency working group. The multi agency planning group is established to work with the organisers to ensure that all aspects of event planning conform to and are in line with guidance provided by the Health & Safety Executive guide HSG 195 the Event Safety Guide (second edition): A guide to health, safety and welfare at music and similar events.
- 3.29 It will be the organiser’s responsibility to ensure that all documentation is submitted on time, delays in producing documentation to the specified deadlines may result in the event being cancelled due to insufficient time for the appropriate level of planning to take place. The comprehensive event plan will include details relating to:
- Access Provision

- Crowd management plan
- Security and stewarding provision
- Emergency control plan
- Entertainments
- Environmental impact assessment
- Equal opportunity statement
- Production and event timetable
- Traffic Management Plan
- Transport Management Plan
- Waste Management Plan
- Event communication plan including named contacts
- Fire safety and evacuation plans
- First aid / medical plan
- Food safety plan
- Infrastructure
- Licensing requirements
- Marketing plan
- Noise Management Plan
- Public liability insurance
- Risk assessments
- Sanitary provision
- Site plans
- Sustainability
- Cancellation procedure including adverse weather conditions
- Child and vulnerable adult protection statement
- Complaints procedure
- Concessions and caterers
- Lost children and lost property procedures

3.30 In addition we will be asking the BPCIC to produce an equality statement and plan to ensure the event is accessible to the community. We would expect this plan to include arrangements to ensure the presence of community groups in the park and robust disability access arrangements including:

- accessible transport and parking facilities to and within the park
- a safe and managed viewing space on the parade route
- an access tent with toilet facilities, electricity supply for charging of mobility equipment and specific lighting
- signing on the main entertainment stages

3.31 In addition we will require robust actions to ensure access and inclusion of the Trans Community in Pride as set out and agreed by the council through the Trans Equality Scrutiny process.

3.32 The plans will be reviewed by the Council and its partner agencies that form the operational multi agency event planning group. All events of this scale will be subject to scrutiny by the City Safety Advisory Group. If significant safety issues

are flagged up it will be the role of SAG to determine whether these can be resolved and signed off. It is possible for an event to be cancelled if the organiser does not provide adequate levels of documentation or information to satisfy and mitigate for any safety issues that have been raised.

- 3.33 Reflecting the changes in the proposed arrangements for Pride in 2014 and going forward it is proposed feedback from the post evaluation event is taken to the Economic and Culture Committee for information and review.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 Not applicable

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Consultation is taking place and with Sussex Police, East Sussex Fire & Rescue Service, and South East Coast Ambulance Service and Ward councillors on the proposed changes to the Pride format. There has also been consultation with cross service council officers in events, community development, highways, culture and communications.

- 5.2 Where consultation responses have been received these have been positive including the Police who have highlighted a number of points including the extension of the Park times to 2200hrs helping to ease pressures at the GVP. South East Coast Ambulance Service NHS Trust however is concerned it couldn't support the overlap of these events or operate without risk. Therefore a later closing time for the park is not supported at present as it would represent too great a risk. Discussions are ongoing and these issues will be referred to the Safety Advisory Group.

- 5.3 Further consultation will also take place with the Safety Advisory Group, Environmental Health & Licensing and the Highways the Countryside Service.

- 5.4 Subject to Landlord's consent being granted, it will be the responsibility of the event organiser to carry out full consultation with a range of partners, residents and organisations, communicating their intentions to this wider audience.

6. CONCLUSION

- 6.1 The proposals contained within the report seek to secure a sustainable future for Pride in Brighton & Hove. The proposals seek to make better use of the infrastructure required for the current iteration of the event and provide the event organisers with enough stability to build and further develop the events.

- 6.2 Pride is a major part of the cultural capital of the city, generating income and providing both celebration and community cohesion. Its popularity and presence support and enhance the national and international profile of the city.

- 6.3 Supporting the proposals and encouraging the development of Pride and its associated products will allow for a more sustainable future and an improved offer.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 Fees for this event would normally be charged in accordance with the Outdoor Events Policy, with any costs incurred being the responsibility of the organiser including road closures, parking bay suspensions, any costs of stewarding the event and rubbish clearance. However, as set out in section 3.11 and 3.12 of the report, it is anticipated that this will continue to be met by in-kind support from the authority. A guarantee against damage to the park will be sought and evidence of adequate insurance cover would be required.

Finance Officer Consulted: Name: Michael Bentley Date: 21/10/13

Legal Implications:

- 7.2 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space in its area for up to 28 days a year in order to facilitate the staging of major outdoor events. Some events may need planning permission, depending on whether permitted development rights are available (use 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)) and the nature of the proposals.
- 7.3 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.
- 7.4 The terms of the agreement with the events organiser and the ongoing consultation process should ensure that the events are properly managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce Date: 29/10/13

Equalities Implications:

- 7.5 Events in Brighton & Hove cater for people from all sectors of the community. This event is specifically aimed at the LGBT community living in Brighton & Hove as well as welcoming LGBT visitors from national and international destinations. During Pride the city is dressed to positively promote the city. The event is a clear demonstration from voluntary, public and private sector organisations of their commitment to equality and diversity in the city.
- 7.6 Organisers will be asked to produce an equality statement and plan to ensure the event is accessible to the community. We would expect this plan to include arrangements to ensure the presence of community groups in the park and robust disability access arrangements including:

- accessible transport and parking facilities to and within the park
- a safe and managed viewing space on the parade route
- an access tent with toilet facilities, electricity supply for charging of mobility equipment and specific lighting
- signing on the main entertainment stages

7.7 In addition we will require robust actions to ensure access and inclusion of the Trans Community in Pride as set out and agreed by the council through the Trans Equality Scrutiny process.

Sustainability Implications:

7.8 The council is committed to managing the risk and environmental impact of its activities. Events that are hosted and staged in the city are reviewed as part of our commitment to continuous improvement and in line with its Environmental Management System (EMS). Event organisers will, as part of the application process, be asked to complete our Sustainable Event Statement. As part of the monitoring process these forms will be reviewed with organisers to identify areas for improvement as well as highlighting good practice. However, it is only by working in partnership with event promoters will it be possible to improve the sustainability of events by protecting and enhancing the environment, meeting social needs and promoting economic success.

7.9 Problems activities including dispersed groups of young people drinking excessively in various locations in the city centre has been identified as a key priority. Work is underway to address these issues including partnership work with the police and the Alcohol Board to address broader public disorder and under age drinking concerns.

7.10 Sussex Police are involved in both the consultation and planning of all major events.

Corporate / Citywide Implications:

7.11 The event will take place in various sites on the city - all fall under the remit and responsibility of the city council.

Crime & Disorder Implications:

7.12 The Safety Advisory Group has specific terms of reference but any event may be referred to the Group if significant safety issues are identified. The purpose of the group is to 'take an overview' of all events taking place in the city, paying particular attention to days where a series of events are scheduled, to ensure the joint impact on the city infrastructure is understood, and those involved in the event have the capacity and capability to deliver a safe event as defined in the relevant guides". The remit of the Group is therefore to advise on whether an event should proceed on safety and not any other grounds. Landlords' consent may be withdrawn upon advice by SAG on safety grounds only.

Risk and Opportunity Management Implications:

- 7.13 The event will be subject to a full site-specific risk assessment which is signed off by the relevant statutory bodies as set out in the comprehensive event management plan.

Public Health Implications:

- 7.14 In response to feedback from local residents that the Pride weekend was being too driven by the consumption of alcohol, BPCIC is developing a broader based community and culturally offer.

Proactive partnership work helped ensure 2013 Pride event in the Park reported much lower problems with drugs, alcohol and crime levels.

However there were problems outside of the formal event with large numbers of predominantly young people gathering and excessively drinking across the city centre. Issues with excessive drinking have also been raised in connection with the Gay Village Party.

Our Public Health and Community Safety functions are working with partners, for example through the Alcohol Board, to address these issues. Actions include working with businesses to try and limit alcohol sales from Supermarkets along the Pride Parade route and St James' Street.

Corporate / Citywide Implications:

- 7.15 The event will take place in various sites on the city - all fall under the remit and responsibility of the city council.

SUPPORTING DOCUMENTATION

Appendices:

None

Documents in Members' Rooms

None

Background Documents

- 1) Brighton & Hove City Council Outdoor Events Policy
- 2) Health & Safety Executive guide HSG 195 the Event Safety Guide (second edition); A guide to health, safety and welfare at music and similar events

MAJOR PROJECTS & REGENERATION TEAM PROJECT UPDATE

November 2013



CITY REGENERATION UNIT

Team Objectives:

The Major Projects & Regeneration Team manages, together with public and private sector partners, the implementation of key regeneration and infrastructure projects that support the city's economic growth and contribute to the transformation of the city for all, including the development of key employment sites. Successful delivery of these major projects provides new business space and employment opportunities, new homes, and community and leisure facilities. Development can also act as a regenerative catalyst encouraging further investment in the city.

Each of our projects contributes towards a vision of shaping the city by developing and sustaining the economy, preserving and promoting our heritage, growing our cultural offer and improving the quality of life for our residents, visitors and businesses. All projects consider the importance of good urban design and public realm, and also ensure that new development has the minimum possible environmental impact. Generally the projects do not receive direct capital investment from the city council and are dependent upon development partners providing external investment.

The Team:

Richard Davies	x6825
Mark Jago	x1106
Katharine Pearce	x2553
Max Woodford	x3451

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
<p>Black Rock</p> <p>Vacant seafront site adjacent to Brighton Marina.</p> <p>Temporary use opened to the public on 8 April 2013 will remain in place until Summer 2016.</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Katharine Pearce (Long term proposals)</p> <p>Toni Manuel/ Adam Bates (Sand Sculptures)</p>	<p>On 12 July 2012 Policy & Resources Committee agreed with the recommendation of the Black Rock Project Board to end the legal agreement with the previous developer of the Black Rock Site, Brighton International Arena Ltd who had been unable to secure finance for their project.</p> <p>[A procurement exercise to find a temporary use for the site was completed in 2013 and the Sand Sculptures Attraction opened to the public on 8 April. The lease negotiated with the promoters of the attraction provides for the facility to remain in operation until end of the summer season 2016]. A Project Board will have a role in shaping a new project and evaluating proposals longer term</p>	<p>The Black Rock site offers significant potential for creating jobs, providing new leisure facilities and contributing to the future vitality and sustainability of the seafront. It also offers great potential for contributing to the longer term sustainability of the Marina and drawing visitors along the seafront.</p> <p>Constraints/opportunities of the site include:</p> <ul style="list-style-type: none"> - The need to establish appropriate transport links sufficient to support new development - The need to ensure access is protected and if possible enhanced for the Marina – particularly for pedestrians and cyclists - A development which does not exceed the cliff height, in line with current planning guidance and the Marina Act. 	<p>Cross party Project Board set up to review temporary uses: April 2012 and a successful report taken to EDCC in October 2012.</p> <p>Officers have begun the process of establishing new project objectives for the Black Rock site with a view to reconvening the cross party Project Board in the coming months.</p>
<p>Brighton Centre</p> <p>Options under discussion:</p> <p>A newly built Conference and Exhibition Centre to form part of an extended</p>	<p><i>Directors:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Katharine Pearce</p>	<p>A mixed-use development with capacity to utilise land holdings from Standard Life Investments [SLI] (owners of Churchill Square Shopping Centre) to create over 1,000 jobs in the City has been the subject of ongoing dialogue for a number of</p>	<p>Mixed-use development: £350–400m Lifetime Value: £3.5 billion. Total Net Additional Jobs: 1,462* *estimate for concept scheme agreed in 2008.</p>	<p>Summer/Autumn 2013 - Discussions with Standard Life regarding current options remain ongoing.</p> <p>A report will come to EDCC and/or Policy & Resources</p>

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
<p>Churchill Square retail/leisure development</p> <p>Or</p> <p>A limited refurbishment of the present building to improve longevity and upgrade critical building components such as lifts, roof, exterior glazing.</p>		<p>years. Pre-recession, extensive feasibility in terms of specification, design, financial viability and cost of a new Conference facility were undertaken. Since 2008 an ongoing funding gap has prevented the project progressing but recent discussion with SLI has shown their willingness to explore options for resolving the funding gap and working with the Council to provide a new centre and also deliver extended facilities at Churchill Square.</p> <p>In recent months, improvement works to the existing Brighton Centre have assisted in maintaining and improving the diary.</p>	<p>In addition: significant amenity and environmental improvements to the Seafront, West Street and Russell Road/Cannon Place.</p> <p>The Impacts and Outputs of a full refurbishment option versus a New Build option will be reported to Committee once the current feasibility work, costings and wider impacts have been assessed and worked through to conclusion. Of paramount importance is achieving a sustainable financial solution for one of the two main options.</p>	<p>Committee once these current options have been assessed.</p>
<p>Circus Street</p> <p>The proposal for the site, dubbed 'Grow Brighton' is to build a high-quality sustainable mixed-use development providing a new university library and teaching space for the University of Brighton; employment space, from corporate office down to move on space and managed workspace for the creative industries; residential units, student accommodation, ancillary retail and a state of</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Max Woodford</p>	<p><u>The planning application for the £100m regeneration proposal has now been submitted.</u></p> <p>Consultation continues to take place with the local community, such as through the Turner Area Partnership planning sub-group, and in addition another exhibition for local residents in late October.</p> <p>All partners are also now exploring the options around the interim use of the site in more detail, with planning permission granted to refresh the previous short-term consents for interim uses. The interim use is</p>	<p>This scheme will deliver the following uses:</p> <ul style="list-style-type: none"> • New Library and teaching space for the University of Brighton and Student Accommodation (c.480 bed residences) as part of an improved educational quarter • Dance Studio and Creative Space for the city • Corporate Offices • Strata Offices • Retail • Residential: c.146 units (depending upon final mix) • Creative Industries Market <p>The headline economic benefits</p>	<ul style="list-style-type: none"> • December 2012: Started detailed design. • June 2013: Report went to P&R Committee seeking landowner consent for RIBA Stage D scheme. • October 2013: Planning application submitted. • January 2014: Planning decision expected. • Summer 2014: Start on site.

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
the art dance studio for South East Dance.		expected to open imminently and will be part of the planned public engagement.	<p>include 140 FTE (full time equivalent) construction jobs and 170 FTE jobs generated by the completed development, and an economic impact in the city economy of £153m over ten years.</p> <p>The qualitative benefits include the fact that student housing will relieve pressure on the private rented sector; there will be more, affordable, homes; the dance studio provides a focus for dance in the city; it will further integrate the university into the heart of the city and will bring enterprise to creativity through, for example, the creative industries market. There are also physical and townscape improvements linked to the public event square and permeability of the site, replacing the existing derelict market building.</p> <p>The inclusion of the creative space and dance studio within the scheme will contribute to its long term success in terms of the vibrancy of the area. It will diversify the usage of the site in terms of the range of users and the timings of usage. This will help stop the site becoming an island site and connect it into the other sites with cultural facilities in the city, close to the cultural quarter.</p>	

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
<p>Edward Street/American Express</p> <p>A development of the land to the north of Amex House to build the new headquarters building for American Express. The current development forms the first phase of a masterplan that will in the future take in new development on the site of the old Amex House.</p> <p>American Express has identified the skills and education of the labour pool in Brighton as being well suited to their needs. In particular, the language skills offered by the workforce here make it a site suitable for a global operation.</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Max Woodford</p>	<p>Amex have now completed the building works of the new HQ and data building and are beginning the process of moving staff in.</p> <p>The city council is working with Amex and their architects on the preparation of a design brief for the phase 2 site that will be left when the old Amex House is demolished (by 2016).</p> <p>The consultation on the first draft has been completed and the final draft of the brief is expected to come to this committee for approval.</p>	<p>Phase 1 delivered: Retention of the city's largest private sector employer, and making Brighton the focus for future Amex European job growth.</p> <p>£140m investment in the new building.</p> <p>36,000sqm of new office floorspace.</p> <p>Retention of 3,000 jobs in the city.</p> <p>The s106 includes payment to the nearby Carlton Hill school of £300k for playground improvements (planning approved for a new playground scheme) and a £100k replacement boiler for improved environmental performance (now installed).</p> <p>Potential future phase 2 unlocked by planned demolition of existing Amex House to provide further office, residential and commercial uses.</p>	<p>Amex have until 2016 at the very latest to vacate and demolish the old Amex House.</p> <p>March 2013 Economic Development & Culture Committee: Approval of draft Planning Brief for phase 2 works for Consultation.</p> <p>Spring 2013: 6 week public consultation on Planning Brief.</p> <p>September 2013 Economic Development & Culture Committee: Approved final brief.</p>
<p>Historic Records Office & Resource Centre ('The Keep')</p> <p>The Keep is a major partnership project between East Sussex County Council, Brighton & Hove City Council and the University of Sussex</p>	<p><i>Director:</i> Adam Bates</p> <p><i>Project Mgr:</i> Mark Jago</p>	<p>The city council joined this exciting partnership project as a full partner in April 2008. Planning permission was granted in January 2011, and work on site began in August 2011.</p> <p>In June 2013 the project achieved the key milestone of Practical Completion and the completed building was</p>	<p>This £19m project will provide a new purpose-built facility that will bring together the combined collections of all three partners; the archives and historical resources of East Sussex and Brighton & Hove, and the special collections of the University of Sussex, including the Mass Observation Archive.</p>	<ul style="list-style-type: none"> • Partnership and legal arrangements completed - August 2013 • Partners move in – June to October 2013 • Staff Training and Soft Landing Exercises – September to November 2013 • Open to public –

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
<p>that will deliver a new state-of-the-art historical resource centre.</p> <p>It will be a vibrant community resource opening up access to the partners' collections in a one-stop shop for all aspects of the historic environment, and will enable people to research their local and family history.</p> <p>The new Centre will represent the next generation of archive buildings in the UK in line with the Government's Archives Policy.</p>		<p>handed over to ESCC. The project has been delivered to programme and within budget.</p> <p>The process of moving the partners' archives and historic material into the new building began in June and is now nearing completion. During this period the management team at the Keep has been preparing for opening, which is scheduled for 19 November 2013.</p> <p>The Keep remains on track to achieve a BREEAM Excellent rating.</p> <p>Following the report to the Policy & Resources Committee in July 2013, at which agreement was secured for revised arrangements leading to the completion of the partnership and legal arrangements, these were completed in August 2013.</p>	<p>It will house over six miles of material dating back over 900 years and will have capacity for growth over the next 20 years.</p> <p>The new facility will meet the required standards for the storage and preservation of historical archives and will be the most sustainable archive building of its type in the country; a considerable achievement since the nature of the building requires tight environmental controls and its location has posed challenges. Sustainability measures have been at the heart of the project from the outset and have been a priority in the design of the building.</p> <p>With partner agreement, and following variation of the S106 Agreement, a new Community Orchard has been planted at the southern end of the site; an initiative lead by Moulsecoomb Forest Garden, Brighton Permaculture Trust and Brighton & Hove Food Partnership.</p> <p>It incorporates a biomass boiler using sustainable and locally sourced wood chips, photo-voltaics on the plant room roof, a 'green roof' on the People Block, rainwater harvesting, solar water heating, and heat recovery</p>	<p>19 November 2013.</p>

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
			<p>in the air conditioning system.</p> <p>It will provide much improved public access and services, with new education and learning spaces, and provide opportunities for outreach and community work.</p>	
<p>i360</p> <p>A West Pier Trust project in partnership with the Council to build a 175m observation tower providing 360 degree views for 25 miles. A visitor centre, restaurant and exhibition space will also be included and the existing West Pier Toll Booths (removed from site) will be re-instated. A wider landscaping scheme and work to the seafront arches (started in November 2012) also form part of the final wider regeneration scheme.</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Katharine Pearce</p>	<p>The final completion of the i360 project at a central point on the seafront will conclude the regeneration of this important part of the seafront.</p> <p>The benefits created by the project were presented to Cabinet and later to Policy & Resources Committee on 12 July 2013 and agreement was reached that, in conjunction with the Business Case, a compelling argument could be made for the council to act as senior lender for the project. That committee meeting agreed that equity funds of £28m would be provided by the Council and noted that a minimum of £3m additional funding was proposed by the C2C Local Enterprise Partnership.</p> <p>The council is continuing to work with the various partners to achieve Financial Close.</p>	<p>100,000 additional visitors to the City and 600-800,000 visitors a year to the attraction providing much needed regeneration for this part of the seafront.</p> <p>154 operational and construction jobs and an estimated 444 jobs overall.</p>	<p>A detailed construction timetable will be finally confirmed at Financial Close.</p> <p>Archway Strengthening works to the west have largely been completed. The East contract has now started and will complete in autumn 2014.</p> <p>The council remains in active discussion with Marks Barfield Architects the developer for the site, regarding a final funding solution in order to ensure a start on site in the coming months.</p>
<p>King Alfred</p> <p>To secure the long-term</p>	<p><i>Director:</i> Geoff Raw</p>	<p>The need to replace the King Alfred Leisure Centre has been demonstrated by successive analyses</p>	<p>Provision of modern fit for purpose sports facilities in the west of the city, and redevelopment of this</p>	<ul style="list-style-type: none"> • Report to Policy & Resources Committee – 11 July 2013. • Officer Steering Group

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
<p>replacement of the outdated sports facilities currently on offer at the King Alfred Leisure Centre. This to include consideration of options for the wider regeneration of the King Alfred site.</p>	<p><i>Project Mgr:</i> Mark Jago</p>	<p>going back to 1999. This recognition was borne out in the findings of the citywide Sports Facilities Plan (2012 – 22) - the subject of a report to Cabinet in April 2012.</p> <p>Based on the findings of the report, a new cross-party Project Board was set up to lead the process of considering options for the future of the King Alfred Leisure Centre.</p> <p>The Project Board has met on 4 occasions during the past year and considerable progress has been made. At its meetings in April and May 2013, the Board considered the financial implications associated with the desired Sports Centre, the enabling development needed to support this, and the development options.</p> <p>A detailed report was considered by the Policy & Resources Committee in July 2013. Since that time the Officer Team has focussed on the next stages of work, with a ‘Developers’ Day event, aimed at initial engagement with developers and to soft market test this major development opportunity scheduled for 8 November. Feedback from this event will inform the formal procurement process which will begin in 2014.</p>	<p>strategically significant site to enhance the seafront and surrounding area.</p>	<p>meetings - 5 August and 25 September 2013.</p> <ul style="list-style-type: none"> • Developers’ Day event – 8 November 2013. • Review of feedback from Developers’ Day to inform future procurement strategy – December 2013. • Commence formal procurement process – early/mid 2014.

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
<p>New England House</p> <p>The proposal is to establish a future vision for New England House as a large scale, high profile and visible managed business centre focused on the digital media and creative industries. The early vision concept is for a consortium of partners including the University of Sussex, Wired Sussex and the city council to agree a clear partnership vision, viable business case and funding package for the development of New England House as a digital media hub.</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Max Woodford</p>	<p>Work is complete on refreshing, updating and drawing together previous survey work to get a better understanding of the condition of the building and the potential costs involved in renewal. This information will help to inform subsequent stages.</p> <p>The growth hub at New England House will form a key part of the City Deal negotiations with government. Feasibility options and a detailed business case are being explored as part of that work.</p> <p>The RECREATE project, which includes a 3,500sq.ft refit of space at New England House to transform it into a creative hub 'Fusebox,' opened in April. This space is managed by Wired Sussex. The project is a cross-border partnership of cities and urban areas from northern France and the south and east coast of England. There will be a strong "virtual" connection between the new workspaces across the project partner areas due to the high-speed broadband links and an internet based multimedia platform. This will enable the development of a new cross-border community of creative entrepreneurs. Further funding options to maximise the</p>	<p>A total refurbishment would see an investment of c. £24m.</p> <p>It would ensure the city council is leading on the implementation of regeneration plans for the London Road area.</p>	<p>A position paper to be prepared on the overall project, setting it in the context of City Deal and sector requirements. This is expected to go to P&R in December 2013.</p>

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
		opportunities of the building will also be explored.		
<p>Open Market</p> <p>To redevelop the Open Market to create an exciting mixed-use development combining a new modern market offering a diverse retail offer and promoting fresh, healthy food and local producers with affordable housing, arts based workshops and a venue for street art and entertainment.</p> <p>The new market will be operated on a not for profit basis for the benefit of the community and contribute to the wider regeneration of the London Road area.</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Richard Davies</p>	<ul style="list-style-type: none"> • P&R approval in April 2006 to support the Open Market Traders Association (OMTA) to prepare a redevelopment proposal. • December 2008 Cabinet granted landowner consent for the outline proposal submitted by OMTA and development partner Hyde Housing Association along with the draft Heads of Terms and agreed establishing a 'not for profit' Community Interest Company (CIC) to raise loan finance and take on ownership and management of the new market. • Landowner consent under delegated authority approved for RIBA Stage D scheme in February 2010, prior to Hyde submitting a planning application. • Planning permission granted March 2011. • Brighton Open Market CIC formed with members being the council, OMTA, Hyde Housing and Ethical Property Company. • March 2011, Development Agreement completed and entered into by the council, Hyde Housing and Open Market CIC. • Triodos Bank and CIC entered into 	<ul style="list-style-type: none"> • New covered market with 45 permanent market stalls surrounding a central market square for temporary stalls, visiting markets and a variety of activities • CIC to operate the market for local benefit • 12 A1/B1 workshops • 87 affordable housing units • £12.5m external capital investment in local infrastructure • Approximately 80 FTE construction jobs • 120 jobs in the new market, workshops and CIC • New opportunities for small business start ups • Venue to promote produce and local producers • Code level 4 for disabled residential units (8 out of a total of 87 units) • Very good thermal performance of building fabric • Photovoltaics, green roofs, green walls and street tree planting included in scheme • Works started on site in October 2011 • Temporary market operational from 9 January 2012 	<ul style="list-style-type: none"> • Monitor redevelopment to achieve project aims and a successful outcome. • Continue council support for management and administration of CIC. • Satisfy Conditions precedent for mortgage agreement between CIC and Triodos Bank November 2013. • CIC to agree market management arrangements, October 2013. • New market completed and opened December 2013 or January 2014.

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
		<p>Facility Agreement in January 2013 for conditional £1m mortgage to fund CIC's contribution towards the construction costs of the new market.</p> <ul style="list-style-type: none"> Proposed public WC's now to be additional market stall unit with public access to market toilets provided. 	<ul style="list-style-type: none"> Temporary market moved to phase 2 new stalls 29 October 2012. 	
<p>Permanent Traveller Site</p> <p>Project undertaken to manage site selection, delivery of consents and build out of a new permanent traveller site providing 12 permanent pitches for traveller families with local links.</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Max Woodford</p>	<p>Research has established that the city has a need to find space for up to 16 permanent traveller pitches to meet the accommodation needs of traveller families who have well established local links. A permanent site will offer those travellers resident in the area greater stability, as well as freeing up space at the transit site.</p> <p>It is proposed that the new site will be built wholly using grant funding administered by the Homes and Communities Agency (HCA). Whilst it will meet the specific housing needs of a certain group, in all other respects, the proposed permanent traveller site is no different than other forms of affordable housing. Residents will have to pay rent and council tax for their pitch, as well as cover their own utility bills.</p> <p>Following an exhaustive site selection process, Horsdean has been selected</p>	<p>Provision of 12 new permanent pitches providing homes for families.</p> <p>Freeing up of transit provision in the city and so reducing unauthorised encampments.</p> <p>Visual screening to reduce the impact of the existing transit site on the National Park.</p>	<p>September 2013 – Planning application submitted</p> <p>December 2013: Planning Decision expected</p> <p>Start work on site in spring/summer 2014.</p>

Project Name & Description	Officer Lead	Background and current project status	Impacts & Outputs	Current project timetables and milestones
		<p>as the council's preferred location with agreement to issue landlord's consent and for officers to submit a planning application on the site.</p> <p><u>The planning application has now been submitted for the site, and the consultation period is open.</u></p>		
<p>Preston Barracks</p> <p>Redevelopment of the council owned 2.2 hectare brownfield site to create a mixed-use development that will act as a regenerative catalyst for this part of the city.</p> <p>The site, on the main Lewes Road, is an 'urban gateway' to the city from the 'Academic Corridor' (close to Brighton and Sussex Universities). The site is therefore of strategic importance to Brighton & Hove.</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Mark Jago</p>	<p>Since March 2009, the council has been working in partnership with the University of Brighton to explore opportunities for the redevelopment of the former barracks site and adjacent university land spanning the Lewes Road; effectively doubling the development area.</p> <p>The partners have completed a number of important preparatory stages since that time, key among which:</p> <ul style="list-style-type: none"> - A 'Shared Vision' (Sept 2009) that established the partners' joint aspirations. - A Site Capacity Assessment (Oct 2010) that demonstrated development potential and confirmed that the partners' aspirations could be met across the wider site area. - Planning brief approved at the Planning, Employment, Economy & Regeneration CMM on 15 September 2011. - A masterplan (Dec 2012), which 	<p>High quality, sustainable, employment-led, mixed-use development that will act as a regenerative catalyst for this part of the city. The scheme is expected to include a significant amount of employment space, new homes, retail units, a new University Business School and student housing.</p> <p>The scheme will greatly improve the built environment in this part of the city, a key approach to the city centre, and will better integrate with neighbouring residential and business land.</p>	<ul style="list-style-type: none"> • P&R Committee agreed way forward – July 2013. • Detailed discussions with University of Brighton and its preferred development partner began in July 2013 and continue • BHCC appointed DTZ to undertake valuation – August 2013 • Project Board met to consider proposals and progress – 26 September and 9 October 2013 • Valuation report to be completed – mid-October. • BHCC considers report and prepares report for Board – October 2013 • Project Board to consider recommendations for referral to P&R – Oct/Nov 2013. • Report to Policy & Resources Committee – by end of 2013

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		<p>served to confirm the continuing challenges to achieving financial viability and the council therefore appointed specialist consultants to undertake further financial analysis and valuation work.</p> <ul style="list-style-type: none"> - At its meeting on 26 June 2013, the Project Board concluded that the partnership with the University of Brighton continued to offer the best prospect of successful delivery and referred a report to the Policy & Resources Committee in July 2013. - Policy & Resources Committee agreed and authorised senior officers to enter into further negotiations to actively consider disposal of the Preston Barracks site to the University and/or its development partner to enable delivery of the mixed-use scheme, subject to a further report to the Project Board and P&R. <p>Since July, the council has been in detailed discussions with the University and its preferred development partner and it is hoped that this process will be concluded within the next month or so. The Project Board has met on two occasions during this period to consider progress. At its recent meeting (9 October), the Board received a presentation from the University and its preferred partner.</p>		

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		<p>The final stages of negotiation is now underway and the outcome will be reported to the Board at its next meeting, following which it will be referred to the Policy & Resources Committee.</p>		
<p>Falmer Released Land</p> <p>Redevelopment of the former Falmer School land that was not required for the Brighton Aldridge Community Academy (BACA).</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Richard Davies</p>	<ul style="list-style-type: none"> • Falmer High School land surplus to BACA requirements is available for alternative uses. • Cabinet February 2012 gave delegated authority to proceed with a licence for The Community Stadium Ltd (TCSL) to use the site for temporary stadium parking and provide a temporary home for the Bridge Community Education Centre, subject to a viable business case and the granting of planning permission. • An urgency decision was taken in accordance with the scheme of delegation to grant a licence to TCSL to commence works not requiring planning permission, effective 6/03/12. Reported to Cabinet on 15 March 2012. • Planning permission granted April 2012 for the works. • The Bridge moved into its new temporary home in May 2012. • October 2013 P&R Committee authorised the Executive Director Environment Development & Housing, Executive Director Finance 	<ul style="list-style-type: none"> • Brownfield land brought back into efficient use. • Short term support of TCSL to provide temporary stadium parking and temporary accommodation for The Bridge. • Continue support for TCSL to provide match day and event parking with potential capital receipt or revenue stream in the long term. • Potential for new student accommodation and educational facilities combined with stadium parking. • Potential to provide new permanent home for the Bridge Education Centre. 	<ul style="list-style-type: none"> • Council and TCSL to complete licence for temporary use of the site for stadium parking and accommodation for the Bridge. • The council and TCSL to agree Heads of Terms for the development of FRL, to be brought back to P&R. • Continue officer support for Bridge to seek a permanent home on or off site and as part of any development. Proposal.

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		<p>& Resources and Head of Legal Services to enter into negotiations with The Community Stadium Limited (“TCSL”) regarding the proposed redevelopment of the Falmer Released Land and agreed that proposed Heads of Terms be brought back to P&R for final approval.</p>		
<p>Amex Community Stadium</p> <p>The construction of a 22,500 capacity stadium for Brighton & Hove Albion Football Club together with supporting infrastructure, 2000m2 of education accommodation and facilities for conferences, meetings and events. The stadium is built on land which is mostly owned by the city council, the remainder being owned by the University of Brighton. TCSL have also submitted a proposal for a 4-star 150 bedroom hotel on the land adjacent to the community stadium which was reported at 17 October P&R Committee Meeting.</p>	<p><i>Director:</i> Geoff Raw</p>	<p>The main stadium contract completed on 31 May 2011.</p> <p>The first game was played at the new stadium on Sat 16 July 2011.</p> <p>Temporary planning permission granted 22 June 2011 by Lewes DC for parking on adjacent land, part of which is owned by the Council, for 3 years.</p> <p>Terms agreed for parking at Park Wall Farm.</p> <p>Planning permission granted on 25 April 2012 for an additional 8,250 seats.</p>	<p>The new stadium is having a significant impact on the city. It is a landmark building at a key entrance point to the city and provides not only a high quality sporting venue but also a range of facilities for conferences, events etc and supports a programme of educational and community provision through Albion in the Community and other education providers.</p> <p>In its hiring policies for operation of the stadium both the Club and their contractors have actively sought local employees. Around 90% of those hired have been from BN postcodes.</p>	<p>An application for 8,250 additional seats at the stadium was considered at the Planning Committee on 25 April 2012. The Committee was minded to grant planning permission subject to completion of the s106 Planning Obligation and deeds of variation and the conditions and informatives as set out in the report. Various documents completed and Planning Permission granted 10.04.13.</p>

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<p>Ultrafast Broadband The city council has submitted a bid to DCMS under the second phase of the Super-Connected Cities Programme to roll out delivery of ultrafast broadband and wireless internet across a contiguous area at the heart of the city.</p>	<p><i>Director:</i> Geoff Raw</p> <p><i>Project Mgr:</i> Max Woodford</p>	<p>'Second tier' cities were invited to bid following a process of lobbying by the city's MPs and Members. There is a £50m pot to be bid for by 27 cities.</p> <p>It was announced in the Autumn Statement (05/12/12) that Brighton & Hove's bid was successful. A subsequent submission on a more 'state aid' basis has led to confirmation that we are still receiving the initial total amount awarded. State aid issues limit the opportunity for the roll out of fixed ultrafast broadband infrastructure, meaning we cannot now fund new fixed infrastructure. Instead the emphasis has shifted towards wireless and vouchers, but also looking to keep the option open for innovative new infrastructure options.</p> <p>City council and Wired Sussex have been represented on the working group designing how the voucher scheme might work. Details of the scheme are expected to be firmed up later this year.</p>	<p>Funding will deliver widening of the wireless concession, wireless hotspots in public buildings and increase the number of vouchers for SMEs to achieve high speed connections to up to 1,000.</p>	<p>Application Submitted: 17th September 2012.</p> <p>Date for spending of grant: By April 2015.</p>

