

Subject:	Outdoor Events – Madeira Drive Road Closures 2017		
Date of Meeting:	17 November 2016		
Report of:	Executive Director for Economy, Environment & Culture		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To seek approval from members for landlord's consent of the proposed programme of events on Madeira Drive in 2017 and the associated road closures.

2. RECOMMENDATIONS:

- 2.1 That the committee grants landlord's consent for the 2017 programme of events on Madeira Drive and the associated road closures as listed in Appendix 1.
- 2.2 That the committee authorises the Executive Director for Economy, Environment & Culture to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 That the committee authorises the Executive Director for Economy, Environment & Culture, after consultation with the Chair of the committee and opposition spokespersons, to make any alterations to the events programme as necessary and to approve new applications in accordance with the Outdoor Events Policy.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Madeira Drive is a very important venue for events in the city. The long heritage of events on Madeira Drive is reflected by most of the events listed in Appendix 1 having taken place at this location previously. The events draw residents and visitors to Madeira Drive which extends the Seafront offer both geographically (along from the main tourism area between the piers) and seasonally (by holding events throughout the year).

- 3.2 The closure of the Madeira Terraces has not currently resulted in a reduction in proposals for events on Madeira Drive. However, the safety fence adjacent to the Terraces has impacted upon the operational requirements of some events. The council is seeking a long term solution to replace the Madeira Terraces which are beyond repair and the Madeira Drive Regeneration Framework is currently under development. This follows Madeira Drive and Madeira Terraces being identified as a priority for improvement in the recently approved Seafront Investment Plan 2016-2021. The role of events will need to be considered in the development of any improvement proposals for this area.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 Not applicable

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Consultation is taking place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service and NHS Trust. Internally, consultation is taking place with the Seafront Office, Environmental Health & Licensing, City Parks, Civil Contingencies and Highways. An update on consultation responses will be provided at the Committee meeting.

6. CONCLUSION

- 6.1 Landlord's consent is required for the staging of all outdoor events on council land within Brighton & Hove.
- 6.2 Events continue to form an increasingly significant part of the council's overall tourism strategy. As well as bringing substantial economic benefits to the city, people experience civic pride when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city as well as bringing significant economic benefits.

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 required. 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 infrastructure required; all of these are subject to agreement by officers under delegated authority as per the recommendations of this report.
- 7.2 The income generated from fees charged for commercial events on Madeira Drive contributes to the costs of the Outdoor Events Team within the City

Environmental Management department and supports existing budgets within the service for charitable and community events across the city. In the financial year 2015/16 the income generated by events on Madeira Drive was £0.075m.

- 7.3 The impact on parking income associated to Madeira Drive road closures has been considered as part of the budget setting process. It is anticipated that the recommendations to this report will not have a significant impact on budgeted assumptions, however, this will be reviewed as part of the Targeted Budget Monitoring process.

Finance Officer Consulted: Steven Bedford

Date: 27/10/16

Legal Implications:

- 7.3 The Council is empowered under the East Sussex Act 1981 to use Madeira Drive for up to 28 days a year in order to facilitate the staging of major outdoor events.
- 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 ongoing consultation process and the long lead-in periods ensure that the events are safe and well managed and that disruption is kept to a minimum.

Lawyer Consulted: Alison Gatherer

Date: 31/10/16

Equalities Implications:

- 7.1 The Events programme caters for people from all sectors of the community as there is 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:

- 7.2 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 7.3 The nature of outdoor events means that they often involve a range of potential sustainability impacts (both positive and negative) from travel, energy and water use, food, local economic and social impacts, use of outdoor spaces and production of waste. Through the Sustainable Events Programme, event organisers are supported to improve sustainability at their events, focusing on the areas with the highest potential impact. The programme is certified to the international standard for environmental management ISO 14001.
- 7.9 The Sustainable Events Programme gained certification to the International Standard for Sustainable Events ISO 20121 in October 2013. The programme

helps deliver visible sustainability initiatives, particularly around event waste recycling and encouraging people to use public transport. The Sustainable Events Programme contributes to the culture and community principle of the One Planet Sustainability Action Plan.

Any Other Significant Implications:

- 7.10 The city's Safety Advisory Group has an overview of all the major events that take place in Brighton & Hove 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 and close agency working will be integral to both the planning and delivery of events.
- 7.11 Event specific Safety Advisory Groups can be convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people.
- 7.12 Sussex Police are involved in both the consultation and planning of all major events.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix 1 – Madeira Drive road closures 2017

Documents in Members' Rooms

None

Background Documents

None

