

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 54

Brighton & Hove City Council

Subject:	Special Events – Madeira Drive Closures 2010
Date of Meeting:	8th December 2009
Report of:	Director of Environment
Contact Officer:	Ian Taylor Tel: 292711
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Key Decision:	No
Wards Affected:	All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed programme of special events on Madeira Drive in 2010 and to seek approval of the associated road closures.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member Meeting grants consent for the 2010 programme for special events on Madeira Drive and the associated road closures as listed in Appendix 1.
- 2.2 That the Cabinet Member Meeting authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 That the Cabinet Member Meeting authorises the Director of Environment after consultation with the Cabinet Member to make any alterations to the events programme as necessary.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Most of the events listed in Appendix 1 have taken place on Madeira Drive before and retain their traditional place in the events calendar and their usual format.
- 3.2 The inaugural Brighton Marathon will take place on Sunday 18th April 2010. This event has already received consent from Cabinet in April 2009.
- 3.3 Brighton and Hove Bus Company are celebrating their 75th anniversary in 2010. As the centrepiece of the celebrations they want to use Madeira Drive for a display of 'buses throughout the years' and an exhibition of public transport related memorabilia.
- 3.4 The Old Skool Ford Club have held their London to Brighton Run for the past two years in Brighton Marina. Due to the popularity of the event, the club wish to hold the final display of cars on Madeira Drive, comprising of over 600 classic ford cars including Anglia's, Cortina's, Escort's, Capri's and Granada's.
- 3.5 The White Air Extreme Sports Festival took place along the seafront for the first time in 2009. With over 500 participants in 40 sports, the event was regarded as a success. There were issues around access to the seafront for those not attending the event, and these were identified at the event debrief and will be addressed for 2010.

4. CONSULTATION:

- 4.1 Consultation has taken place with Ward Councillors (Queen's Park and East Brighton Wards), Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service, NHS Trust and the Seafront Traders Association. Internally, consultation has taken place with the Seafront Office, Environmental Health & Licensing and Highways. No negative comments have been received.

5. FINANCIAL & OTHER IMPLICATIONS:

- 5.1 Financial Implications:
 - 5.1.1 The level of support given to community events and free public entertainments are financed from income from commercially organised events to produce an overall zero budget, and will be monitored as part of the TBM process. The only contribution from the Authority's Revenue Budget is for the Events Officers' salaries.

- 5.1.2 All major event organisers are required to provide a deposit. This covers the cost of reinstatement, including the removal of litter, should it prove necessary for the council to undertake the work and use its own contractors.

Finance Officer Consulted: Derek Mansfield

5.2 Legal Implications:

- 5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use Madeira Drive for up to 28 days a year in order to facilitate the staging of major outdoor events. Some events may need planning permission but such permission is granted for up to 28 days in any year under the terms of the General Development Order

- 5.2.2 The proposals in this report are made in accordance with the Outdoor Events Policy. The policy incorporates relevant considerations in respect of convention rights incorporated by the Human Rights Act 1998. The policy is clear that a balancing act is required between the competing interests of those who attend the events and those who do not wish to attend and consultation is suggested to ensure that this balancing exercise is properly carried out.

- 5.2.3 The terms of the agreements with the event organisers, the ongoing consultation process and the long lead-in periods should ensure that the events are properly managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce

5.3 Equalities Implications:

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

5.4 Sustainability Implications:

- 5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 5.4.2 A set of sustainability guidelines will be given to all event organisers to place sustainability high up the agenda when planning for all outdoor events.

5.5 Crime & Disorder Implications:

5.5.1 Safety Advisory Groups will be convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol between the council and emergency services was agreed in 2004 and will be used for these events in 2010.

5.5.2 The Police are involved in both the consultation and planning of all major events.

5.6 Risk and Opportunity Management Implications:

5.6.1 All events will be subject to full site-specific, suitable and sufficient risk assessments.

5.7 Corporate / Citywide Implications:

5.7.1 The events programme takes place on Madeira Drive and along the seafront between Brighton Pier and Brighton Marina.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 Not applicable

7. REASONS FOR REPORT RECOMMENDATIONS

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

7.2 Events continue to form an increasingly significant part of the council's overall tourism strategy and contribution to the city's economy. People experience civic pride and satisfaction when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city and enhance the reputation and identity of the area, as well as bringing significant economic benefits.

SUPPORTING DOCUMENTATION

Appendices:

1. List of proposed Madeira Drive road closures for 2010.

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers

