

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 47
Brighton & Hove City Council

Subject: Madeira Drive Progress Report
Date of Meeting: 11 September 2008
Report of: Director of Environment
Contact Officer: Name: **Jayne Babb** Tel: **29-2730**
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Key Decision: No
Wards Affected: Queen's Park, East Brighton, Rottingdean Coastal

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Cabinet Member is being asked to support short-term proposals for improvements to the operation of Madeira Drive and to authorise officers to investigate long-term regeneration initiatives to further improve this area of the Seafront.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member approves the proposals to complete essential short-term infrastructure work including, lighting to improve night time levels of safety and longer-term measures to restrict traveller encampments, subject to funding being identified.
- 2.2 That the Cabinet Member authorises officers to seek expressions of interest and external investment in relation to the marketing of any leisure and business proposals for the area.
- 2.3 That the Cabinet Member authorises officers to submit any necessary planning applications that may be required and seek all relevant consents relating to carrying out any essential infrastructure work.
- 2.4 That the Cabinet Member authorises officers to bring to a future Cabinet Member Meeting a report detailing how the strategic vision and action plan will be developed to address the future regeneration of Madeira Drive.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 In order for Madeira Drive to be an attractive and viable area it needs to be equipped with basic infrastructure and services. Madeira Drive already serves as an outdoor arena for many cultural and sporting events. There are already existing examples of the magnificent Victorian heritage including Madeira Lift, Volk's Electric Railway and the cast-iron arches and promenade terraces.

Complimenting the heritage elements are the new developments at Peter Pan Children's Play Area, The Beach Sports Facility and Adventure Golf. In order to improve the area further to attract additional new investment to encourage existing business to invest more and to secure bigger sporting events, further capital investment is required to continue with the regeneration of the area.

- 3.2 Madeira Drive is one and a quarter miles long and stretches from Black Rock to Brighton Palace Pier. The area is used for a variety of purposes, has a daytime and night-time economy with activity increasing greatly during the spring and summer season. It has a long standing history as a venue for a variety of sporting and cultural events.
- 3.3 With new activity in the area a number of issues have been raised with officers that are giving local businesses 'cause for concern'. These generally fall under the theme of safety and security of both people and premises. Where possible short-term measures are being implemented to help alleviate some of these concerns;
- 3.4 Travellers: The open concrete area along Madeira Drive is a location that attracts a high level of interest from van dwellers and Travellers. Occupants have always been moved on with the support of the traveller liaison team and the area is being secured on a short-term basis by the use of temporary concrete blocks that are hired on a weekly basis. A long-term solution needs to be developed.
- 3.5 Lighting – Peter Pan to Dukes Mound: There is no street lighting running along the south side of Madeira drive from the beach chalets right through to Black Rock. Lighting on the North side is in place to illuminate the middle terrace and under the terraces from the Colonnade as far as Concord 2. To the east of Concord2 the area under the terrace does not have lighting and is therefore potentially not a safe place to be after dark. Officers are currently looking into the feasibility and cost of installing some level of security /surveillance level lighting, no funding has been identified for these works at present. In the long term investment will be required to bring the lighting up to acceptable levels and standards.
- 3.6 Madeira Lift: The restoration of the Lift has been already been agreed and the bulk of the works to repair the lift and restore the roof will be carried out in this financial year. The aim is to have the lift ready for operation for the season 2009. This work will be funded from the council's planned maintenance budget with an allocation of £250,000.
- 3.7 Volk's Railway: There is currently CCTV that covers the railway, siding sheds, and the workshop. An additional camera has now been installed to cover the children's toilet block, Volk's Railway crossing and the entrance to the beach sports facility. This provides additional security cover and 24 hour monitoring of the area. This has been funded from the Volk's Railway revenue budget.
- 3.8 There is now an opportunity to promote Madeira Drive as an 'all year round' destination by working with existing and new businesses in the area along with the emerging artist quarter. There is potential to bring together key partners to

create a vibrant family friendly active outdoor arena that bridges the gap between the Pier and the Marina.

3.9 A strategic plan needs to be agreed and adopted by the council, which can then be used to secure funding for the long-term development of the area. The plan would set out the strategic vision detailing all the elements and themes that will contribute to making Madeira Drive a vibrant and active seafront community.

3.10 Issues to be addressed within the plan would include:

- The rebuilding of the Volk's railway siding sheds with a possible education/heritage centre and dedicated restoration area.
- Installation of street lighting.
- Support to the Yellowwave beach sports facility as a pre London 2012 training camp.
- The attraction of sporting events in the run up to the 2012 games and the promotion of Madeira Drive as an area where we encourage people to be active and healthy which will include cycling and walking schemes.
- Improving road safety and addressing anti social behaviour with particular reference to speeding vehicles.

The above list gives a flavour of just some of the issues, however, this is not a definitive list at this stage. As part of the consultation process to develop a strategic vision and set out an implementation plan all issues will be explored and included where relevant.

3.11 By setting out in an integrated developmental action plan that combines the themes of heritage, environmental improvements, safety, events and healthy sporting activity the council can then look to deliver this plan over a number of years rolling out improvements in phases as funding is identified.

4. CONSULTATION

4.1 Some consultation has already been carried out with a number of traders in the area and other council divisions with responsibility for providing services in the area. Further consultation regarding the longer-term proposals would need to be undertaken with local ward councillors and stakeholders. Most of the issues detailed above have been the outcome of meetings with traders and stakeholders already providing services and activities in the area.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

No funding has been earmarked to undertake the lighting improvement or longer-term measures to restrict traveller encampments. Once detailed costings are available, funding would need to be identified before commencement of works.

The future report on the development of the strategic vision and action plan will need to identify any funding requirements in relation to its production. The action plan once produced would also need to clearly identify funding sources to allow the recommendations to be implemented.

Finance Officer Consulted: Patrick Rice

Date: 13/08/08

Legal Implications:

The City Council has powers as the Highways Authority and well-being powers under the Local Government Act 2000 which will enable it to progress the outline proposals set out in this report. Full legal implications for specific proposals can be considered when these are brought back to the Cabinet Member for approval.

Lawyer Consulted: Liz Culbert

Date: 13/08/08

Equalities Implications:

An equalities impact assessment has not been carried out in relation to the development of the proposed strategic vision however this would be carried out as part of the development of the strategy. It would be key to the success of the overall plan that the regeneration of the area is an inclusive document in addressing the physical barriers to access and therefore important to include a wide range of stakeholders in the consultation process. The results and outcomes of consultation sessions will be incorporated into the strategy and action plan.

Sustainability Implications:

Sustainability issues will be addressed as part of the implementation processes as each phase is rolled out or each issue dealt with. Consideration will be given to the materials and products used to ensure that they are meeting the Council's sustainability agenda.

Crime & Disorder Implications:

One of the key reasons in taking short-term actions and developing a strategic vision is to specifically address anti social behaviour and to improve community safety in this area of the city. The plan would look to improve and enhance the area making it a safer place for all who work in and visit the area.

Risk and Opportunity Management Implications:

The proposals to develop a strategic vision for the regeneration of Madeira Drive when approved would work towards delivering the council's strategic objectives and would impact positively on the council and the communities it serves.

Corporate / Citywide Implications:

None.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 No other alternatives considered.

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 Officers now require Cabinet Member approval in order to take forward both the short term and long term initiatives that have been outlined in this report.

SUPPORTING DOCUMENTATION

Appendices:

None.

Documents In Members' Rooms

None.

Background Documents

None.

