

Subject:	Outdoor Events - Madeira Drive 2022/23		
Date of Meeting:	13th January, 2022		
Report of:	Executive Director, 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 Councillors for landlord's consent for each of the proposed events on Madeira Drive in 2022/23 and the associated road closures. Councillors are reminded that they can grant consent for each event request individually and not only the whole programme.

2. RECOMMENDATIONS:

- 2.1 That the committee grants landlord's consent (subject to the execution of a formal agreement) for each of the proposed events on Madeira Drive and the associated road closures as listed in Appendix 1.
- 2.2 That the committee authorises officers 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, Economy, Environment & Culture, after consultation with the Chair of the committee and opposition spokespersons, to make any alterations to the events programme as necessary including approving new applications in accordance with the Outdoor Events Strategy 2019-2024 and cancelling events if required.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Madeira Drive continues to be 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 programme draws residents and visitors to Madeira Drive which extends the Seafront offer both geographically away from the main tourism area between the piers and seasonally, by holding events throughout the year.
- 3.2 In line with the current City Council Outdoor Events Strategy 2019-2024, none of the new proposals listed in Appendix 1 are events that involve vehicles with combustion engines. All other events have taken place previously on Madeira

Drive and add to the financial and cultural contribution that outdoor events bring to the city.

- 3.3 In 2021 there was a slow return of outdoor events to the city following the negative impact of the Covid-19 Pandemic and the effects of regulations that have been in place. This was the first year that events on Madeira Drive had to take into consideration a new road design, including the newly widened cycle lane between the Pier and Black Rock. The organisation of almost all events in Appendix 1 requires the temporary closure of this cycle lane. This follows the same arrangements put into place for events in 2021.
- 3.4 The closure of the Madeira Terraces has not 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.
- 3.5 A new crossing point is currently being installed across the Volks Railway, as part of the Sea Lanes Development. This will assist event organisers to move infrastructure onto the beach and make up for the loss of space from the closure of Madeira Terraces. Officers will ensure that organisers work closely with Volks Railway to minimise disruption.
- 3.6 The events industry has been badly impacted by the effects of the pandemic and the restrictions that have been put in place. Entry numbers are still much lower than normal for mass participation sports events. However, 2021 did see the return of the Brighton & Hove Half Marathon and Brighton Marathon where the organisers managed their events in line with government guidance for Covid-19. Officers will continue to work with Public Health to ensure that event organisers follow government guidance and provide the council with the relevant documentation.
- 3.7 The city's Safety Advisory Group including representation from Public Health will review on an on-going basis the potential implications of the covid pandemic on the operation of outdoor events. This group will also continue to scrutinise event management plans in line with its Terms of Reference.
- 3.8 Officers will ensure that event organisers requiring the use of Madeira Drive are kept informed of development works relating to Madeira Terraces, Sea Lanes and Black Rock, allowing event organisers to adapt their plans accordingly and work alongside the three developments. Officers will work together to ensure that no event is cancelled as a result of any of the developments along Madeira Drive, as far as is reasonably practicable.
- 3.9 Whilst many of the events listed in Appendix 1 have taken place before and retain their traditional place in the annual calendar, officers have received requests for two new events in 2022, and a change of location for the Kemptown Carnival that usually takes place in Kemptown but is requesting Madeira Drive as a new location for 2022. A summary of these events is outlined in paragraphs 3.10 to 3.12 of this report.

New and Amended Events

- 3.10 Brighton Carnival (previously Kemptown Carnival) Saturday 11th June 2022: Consent was previously granted for Kemptown Carnival to move to Madeira Drive in 2021, allowing the event to be more easily managed in a larger space. Due to Covid-19 restrictions, the event didn't take place. In 2022 it is the centenary of the 1922 Brighton Carnival and with the new location, the event is being rebranded to acknowledge its history. Brighton Carnival will bring local communities together, encourage local artists to perform and remain a free, open access event.
- 3.11 Brighton Trail Weekend Saturday and Sunday 25th/26th June 2022: A new proposal from Grounded Events, the team behind Brighton Marathon Weekend. The weekend incorporates a Trail Marathon, 10k and Mini Miles, with the latter two events taking place in Stanmer Park. The Trail Marathon will start on Madeira Drive on Sunday 26th June, in the same place as the Brighton Marathon but will finish in Stanmer Park. This will be the first major city trail running event in the UK.
- 3.12 Brighton Velocity/Tour of Sussex Sunday 3rd July 2022: A new seafront cycling festival for Brighton & Hove, combining the Tour of Sussex with an inclusive festival of cycling and cycle sport. The Brighton Velocity event is focused on promoting cycling as a green way to travel, a great way to get fit and a fantastic and exciting sport. The event will work with partners and stakeholders to promote general sustainable transport and to include electric and alternate modes of transport. The event would be created as the finishing point of the 2022 Tour of Sussex events.

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, NHS Trust, Environmental Health & Licensing, City Parks, Civil Contingencies, Sustainability and Highways. Detailed consultation will also follow as the events are developed between the respective event organiser and our partner agencies.
- 5.2 A verbal update on the consultation responses will be given at the committee meeting.

Social Value Impact

- 5.3 Events can affect the way places are perceived and people's relationships with their place of residence, making them feel connected to it. It may encourage people to contribute more towards local projects or take more care of the local environment. Events act as vehicles to bring people together, encouraging social contact leading to enhanced individual wellbeing and more resilient communities. People benefit from participating in events, but also by volunteering and getting involved in planning and organising them helping to build capacity of communities to organise events and other projects in the future.

- 5.4 Involvement in events can enhance people's quality of life by providing enjoyable, sociable experiences to look forward to and reflect on as well as encouraging personal development to equip people with skills, confidence and knowledge to help them in their lives.
- 5.5 Events are not universally appreciated and there may be some associated negative effects that diminish their social value including disruption to everyday routines.

Noise Management

- 5.6 All events involving the use of amplified music will be required to provide the council with a noise management plan which will be shared with colleagues in Environmental Protection for comment. Event organisers will need to adhere to specific restrictions on levels of noise at their event, as well as provide the council with evidence of mitigation measures in place to reduce the impact on nearby businesses and residents.

6. CONCLUSION

- 6.1 Landlord's consent is required for the staging of all major outdoor events on council land in Brighton and Hove.
- 6.2 Events form a 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.
- 6.3 Granting Landlord's Consent for the 2022/23 events programme on Madeira Drive provides support for a sector that has been devastated by the Covid-19 pandemic over the course of 2020/21, with restrictions continuing into 2022. The support of the City Council for the events sector has never been more important.
- 6.4 Officers will ensure that all events meet the requirements of the Outdoor Events Strategy 2019-2024, including the need for all event organisers to sign up to the Outdoor Events Charter.

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 as per the recommendations of this report.

- 7.2 The income generated from fees charged for commercial events on Madeira Drive contributes to the Outdoor Events Team annual income target and has, in a normal financial year, enabled charitable and community events and free public entertainments to be supported at reduced rates across the city. As set out elsewhere in this report, it will also be financially beneficial for the local economy/events sector if events can plan to go ahead in 2022/23.

Finance Officer Consulted: Name John Lack

Date: 18/11/21

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 Strategy 2019-2024.
- 7.5 The terms of the agreements with the event organisers will allow the Council to withdraw consent on public health grounds if the Council does not feel the event should go ahead.

Lawyer Consulted:

Alice Rowland

Date: 14/12/21

Equalities Implications:

- 7.6 The outdoor events programme caters for people from all sectors of the community as there are 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. Equalities Impact Assessments will be required of major event organisers.

Sustainability Implications:

- 7.7 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Strategy 2019-2024.
- 7.8 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. Event organisers continue to be strongly encouraged to sign up to the Council's Sustainable Event Commitment, helping them to improve sustainability at their events. The Sustainable Events Programme is certified to the international standard for environmental management ISO 14001.
- 7.9 The Sustainable Events Programme also meets the requirements of the British Standard for Sustainable Events that was developed for the London 2012 Games and helped them deliver a highly visible sustainability programme, particularly around event waste recycling and encouraging people to use public transport. The standard was superseded by the International Standard ISO 20121 and the council's programme has been amended to meet the requirements of the new standard and help the council continually improve its engagement with event organisers to improve sustainability.

- 7.10 Environmental Impact Assessment and Action plans will be required to be undertaken by organisers wishing to stage their events in the city.

Brexit Implications:

- 7.11 There are no implications identified.

8. Any Other Significant Implications

Crime & Disorder Implications:

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

Risk and Opportunity Management Implications:

- 8.2 The City's Safety Advisory Group has an overview of all the events that take place in Brighton and 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 these events. Public health advisers are present at the Safety Advisory Group to input on COVID safe practices. The Safety Advisory Group is convened to scrutinise plans but does not have the power to decide whether or not an event should go ahead; this decision is made by the Event Management Group for the relevant event.
- 8.3 Event-specific Safety Advisory Groups can be convened for all major outdoor events taking place in Brighton and Hove.
- 8.4 Event-specific Event Management Groups meet on a regular basis for the planning of all major events across the city.

Public Health Implications:

- 8.5 Outdoor events have a positive impact on the health and well-being of participants and spectators. However, events will need to meet covid safe requirements if they are able to take place.
- 8.6 Initial landlord's consent for outdoor events is determined by the council many months in advance, however, whether any event can go ahead is still very much dependent on all the safety and event permissions being in place at the time of the event. With regards to the pandemic this also includes operating within government restrictions and guidance in place at the time, as well as taking local epidemiology into account.
- 8.7 Officers attend regular meetings held by the Sussex Resilience Forum, to ensure consistency as a region in relation to guidance, advice and information being given to event organisers with regards to Covid-19. It is recognised regionally that keeping visitors and residents safe is our priority.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix 1 – Proposed Madeira Drive road closures 2022

Documents in Members' Rooms

1. None

Background Documents

1. None

