

Brighton & Hove City Council

Council

Agenda Item 63

Subject: Winter Economy

Date of meeting: 18 December 2025

Proposer: Councillor Lyons

Seconder: Councillor Theobald

Ward(s) affected: All

Notice of Motion

Conservative Group

This council notes:

- 1) Brighton & Hove is a popular tourist destination but could be a better winter and Christmas destination. The city still receives a million fewer visitors per year compared to pre-pandemic levels.
- 2) The Brighton Festival, Brighton Pride, and the London to Brighton Bike Ride occur in late spring and summer, but there are no similar winter events.
- 3) The pier's owners recently commented that Brighton was not attracting enough tourists, and the pier itself might be sold because of declining profits. The ice rink may not return after this year.
- 4) Burning the Clocks was cancelled due to funding challenges, and there is no Christmas market this year.
- 5) Businesses work hard to provide the Christmas lights, but opinion is divided on how good they are. Churchill Square shopping centre makes the news because of how poor its Christmas tree is, not because of how good it is.
- 6) There is no specific mention of improving the winter economy in the Brighton & Hove Economic Plan.
- 7) The council's Shop Local scheme is begging residents to shop locally when the administration is putting off shoppers with high parking fees and high tax.
- 8) Employer national insurance contributions have increased considerably encouraging unemployment. Food and drink inflation is 4.9% which is damaging to our essential hospitality industry.

Therefore, Council resolves to:

- 1) Request the Chair of Place Overview & Scrutiny Committee considers setting up a Scrutiny Task & Finish Group focused on Brighton & Hove's winter and Christmas economy to ensure Brighton attracts tourists all year round.

Supporting Information:

[Brighton Pier boss warns city needs more tourists, as admission fee doubles | The Independent](#)

[Brighton Palace Pier may be sold off, owners say - BBC News](#)

[Brighton: 2025 could be Royal Pavilion ice rink's last year 'for now' | The Argus](#)

[Argus readers share thoughts on Brighton's Christmas lights | The Argus](#)