

# CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

## Agenda Item 43

Brighton & Hove City  
Council

<b>Subject:</b>	<b>Proposal for Brighton 'O' attraction on Daltons Bastion site, Madeira Drive.</b>		
<b>Date of Meeting:</b>	<b>7<sup>th</sup> December 2010</b>		
<b>Report of:</b>	<b><i>Strategic Director for Communities</i></b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b><i>Toni Manuel – Seafront Development Manager</i></b>	<b>Tel: 29-0394</b>
	<b>E-mail:</b>	toni.manuel@brighton-hove.gov.uk	
<b>Key Decision:</b>	<b>No</b>	<b>Forward Plan No. n/a</b>	
<b>Wards Affected:</b>	<b>Queens Park</b>		

### FOR GENERAL RELEASE.

#### 1. SUMMARY AND POLICY CONTEXT:

- 1.1 The council has been approached by Paramount Attractions Ltd to erect a big wheel attraction named the 'Brighton O' on the Daltons Bastion site on Madeira Drive. The company previously requested permission to place a wheel on the old paddling pool site on the seafront in advance of the i360 being built there. However, due to concerns on a potential overlap of the two sites the proposal was withdrawn. The new site is currently used for small scale promotional events. The space below is vacant and was previously known as Aladdins amusement arcade.
- 1.2 The purpose of this report is to notify the Cabinet Member of the proposal, to seek in-principle approval for the scheme and permission to proceed with drawing up an agreement between the council and Paramount Attractions Ltd.

#### 2. RECOMMENDATIONS:

That the Cabinet Member for Culture, Recreation and Tourism

- 2.1 approves in principle the proposal from Paramount Attractions Limited ("PAL") for a temporary big wheel attraction to be located on Daltons Bastion site on Madeira Drive (shown on the annexed plan) for a period not to exceed 5 years of operation on the strict understanding that there will be no concurrent operation of the wheel and the i-360;
- 2.2 approves in principle the use of the vacant property underneath Daltons Bastion (shown on the annexed plan) by PAL for a ticket office and ancillary use for the same period as the big wheel attraction;

- 2.3 authorises officers to complete the necessary documentation between the council and PAL in a form to be agreed by the Strategic Director for Communities in consultation with the Cabinet Member for Culture, Recreation and Tourism; and
- 2.4 agrees that pending completion of the documentation the lock out arrangement with PAL shall continue.

**3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 In October 2008 the council was approached by Paramount Attractions Ltd with an outline scheme to erect a big wheel attraction on the old paddling pool site on the seafront. The proposal was for a temporary wheel to operate on the site next to where the i360 is to be built. The idea was that Brighton could benefit from an attraction on the vacant site whilst the i360 was being constructed and would then be removed once the i360 became operational. The proposal was progressed with officers and Paramount to a position whereby a planning application was submitted. However, subsequent concerns were raised over the proximity to the i360 site and Paramount withdrew the application.
- 3.2 Since then officers have worked closely with Paramount, who have the benefit of an exclusivity/lock out arrangement, to find a site which is acceptable to both parties on which planning permission and landlord consent could be secured. Several sites were considered and discounted however the site now proposed is Daltons Bastion on Madeira Drive (see attached plan). The site is located on the top promenade on the south side of Madeira Drive approximately 150m east of the Brighton Pier. The area is currently used for small scale promotional events but uses are limited due to structural weight restrictions. The property underneath Daltons Bastion is currently vacant but was previously home to the Aladdins amusement arcade.
- 3.3 The proposal is for a temporary big wheel attraction to be erected on Daltons Bastion. The vacant property below would also be leased to Paramount Attractions Ltd and would run coterminous with the agreement for the wheel. This area would house some of the plant required to operate the wheel. The property would also be used as a ticket office and merchandise shop. The wheel will only become operational if the i-360 is not operational and Paramount will bear the risk of when the i-360 does become operational, as when that occurs the wheel will be dismantled and the Paramount lease(s) terminated. PAL will have therefore have the option of withdrawing from the agreement if it appears to them that the i-360 will become operational within two years of PAL having a satisfactory planning permission for the wheel (see paragraph 5.3).
- 3.4 During the period of lease negotiations a review will be undertaken of all aspects of the proposal to provide reassurance to the council on the viability and suitability of the project.

- 3.5 The style and dimensions of the wheel will be reviewed in relation to the wheel which was proposed in the original planning application. Information on the designers and constructors of the wheel will also be explored. Although a private venture the council will play a key role in agreeing the final look and size of the wheel and ultimately the impact the attraction will have on the seafront.
- 3.6 There will be no cost to the council from this project which is funded entirely through private investment. The business plan provided by Paramount will be scrutinised and consideration will be given to the financial contribution to the council.
- 3.7 An assessment will be carried out on the delivery programme detailing key stages and timescales from approval to beginning of operations.
- 3.8 Brighton Seafront receives approximately 8 million visitors each year and an attraction such as this will only help to sustain those visits. The proposal would see a vacant property refurbished and bought back into use in an area that has traditionally lacked the footfall experienced on the busy lower promenade between the piers. The Daltons Bastion site would also undergo major structural reinforcement works which would benefit the council in the long term as the site would be subject to fewer restrictions on use.
- 3.9 In summary all appropriate information will be explored in order to gain assurance on the integrity of the design, business plan and development programme to ensure the project is delivered successfully and without risk to the council.

3.10 **Chronology of key events:**

October 2008	Initial approach from Paramount Attractions Ltd.
July 2009	Paramount present draft proposal for Brighton 'O' on old paddling pool site.
September 2009	Paramount submit planning application for old paddling pool site.
October 2009	Concerns raised over proposed location of Brighton O.
February 2010	Paramount withdraw planning application.
Feb - Aug 2010	Paramount work with Officers to find alternative site.

**4. CONSULTATION**

- 4.1 Internal consultation has taken place with the Seafront, Planning, Tourism, Major Projects, Legal Services and Highway Engineering Teams.

- 4.2 Public consultation will be carried out as part of the Planning Application process.

## 5. FINANCIAL & OTHER IMPLICATIONS:

### Financial Implications:

- 5.1 The financial interests of the council will be protected by a detailed review of the information as set out in paragraphs 3.4 to 3.8 in the body of the report to be provided by Paramount. It is also important in both economic development and financial terms that the operation of the Brighton O does not adversely impact upon the viability of the i360 hence the recommendation that there is no overlap between the running of both attractions. The council will also need to negotiate an appropriate rental agreement in return for the lease during the review period.

*Finance Officer Consulted: Mark Ireland*

*Date: 15/11/10*

### Legal Implications:

Whilst there have been detailed discussions with Paramount's lawyers about the proposed form of the documentation, at the time of writing this report these are under review and the recommendation is therefore that the Cabinet Member gives an in principle decision and that the final form thereof is signed off by the Strategic Director for Communities in consultation with the Cabinet Member. Pending the outcome it is recommended that the lock out arrangement continues.

The reference to satisfactory planning permission in paragraph 3.3 of this report is to planning permission for the wheel which is not subject to challenge or potential challenge by reference to a 13 week challenge period and is on terms satisfactory to Paramount and the council.

*Lawyer Consulted: Bob Bruce*

*Date: 10.11.10*

### Equalities Implications:

- 5.3 Disabled access will be incorporated in the design of the wheel. Further equalities information will be provided by Paramount.

### Sustainability Implications:

- 5.4 The wheel can be erected and taken down in a matter of days and can be reused at another location.

### Crime & Disorder Implications:

- 5.5 The wheel and ancillary areas will be lit at night and Paramount are to provide 24hr on site security.

Risk and Opportunity Management Implications:

- 5.6 The Brighton O will be a key project in the regeneration of Madeira Drive and will bring with it increased employment opportunities.
- 5.7 The project will be at no cost to the council and the council will benefit from income generated from a lease agreement for the sites. However, it is important in both economic development and financial terms that the operation of the Brighton O does not adversely impact upon the viability of the i360.
- 5.8 The integrity of the design, structure and performance of the wheel is crucial in order that the reputation of the city as a top visitor destination is not compromised.

Corporate / Citywide Implications:

- 5.7 Development of this site on Madeira Drive will benefit both residents and visitors to the city by providing an attraction for all ages. This temporary development will act as a catalyst for further investment along Madeira Drive and will extend the footfall further along the seafront benefiting other seafront businesses in this area.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

- 6.1 The council could have looked to market the site for a permanent wheel attraction. However, concurrent operation with the i360 is not considered to be an option as officers do not believe that there is strong evidence of demand for two attractions operating concurrently with similar purposes.
- 6.2 Any risk to the viability of the i360 could be detrimental to the City and the council. Therefore only a temporary wheel is proposed.

**7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 The project could potentially act as a catalyst for investment along Madeira drive.
- 7.2 The seafront will benefit from the regeneration of an under utilised area.
- 7.3 Economic development – The economic impact from Tourism for the City is £732 million per annum and 14,000 jobs. Attractions such as the Brighton ‘O’ will ensure these figures are sustainable and will grow over time.
- 7.4 It is predicted that the attraction will draw footfall from between the piers along Madeira Drive.
- 7.5 The increased footfall to the area will be of huge benefit to other seafront businesses on Madeira Drive and lower promenade.

## **SUPPORTING DOCUMENTATION**

### **Appendices:**

1. Plan of proposed site.
2. Photos of proposed site

### **Documents In Members' Rooms**

None

### **Background Documents**

None