

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 27

Brighton & Hove City Council

Subject:	British Heart Foundation – London to Brighton Night Ride 26th & 27th May 2012		
Date of Meeting:	Tuesday 6th September 2011		
Report of:	<i>Strategic Director of Communities</i>		
Contact Officer:	Name:	Jayne Babb	Tel: 29-0372
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Key Decision:	Yes/No	Forward Plan No. (7 Digit Ref):	
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To seek landlord's consent for the British Heart Foundation to stage the London to Brighton Night Time Bike Ride in May 2012.

2. RECOMMENDATIONS:

- 2.1 To grant landlord's consent to stage the first British Heart Foundation London to Brighton Night Bike Ride on 26th & 27th May 2012.
- 2.2 To authorise officers to enter into formal agreement with the event organisers and begin detailed multi-agency planning sessions to deliver a safe well managed event.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The proposed event would start from London Clapham Common and finish on Madeira Drive Brighton. The riders would leave London between 1am and 2am and arrive in Brighton from 5am onwards. The route into the city from the border will be determined by BHCC highways division in consultation with our agency partners to ensure, minimum disruption and maximum safety. Madeira Drive will offer the usual event infrastructure i.e. temporary toilets, marquee, finish gantry with crowd control barriers, first aid and baggage and rider changing facilities. Madeira Drive would be cleared of all the above and revert back to public highway by mid morning on the 27th May. The British Heart Foundation (BHF) would also look to provide a transport service for the participants to transport participants from the Brighton and Sussex area to Clapham Common and participants from the London area back to Clapham Common. This will include exploring options for a suitable rail service.

- 3.2 The British Heart Foundation (BHF) was founded in 1961 by a group of medical professionals who were concerned about the increasing death rate from cardiovascular disease. Their aim was to raise money to help fund extra research into the causes, diagnosis, treatment and prevention of heart and circulatory disease.
- 3.3 The BHF mission is to save lives and over the next 10 years invest £50m in the most significant piece of heart research yet, via the Mending Broken Hearts Appeal. The BHF launched a major appeal in February 2011 to raise £50m to fund a new programme of research. Fundraising by the group is varied but they are well known for their cycling fundraising events. Their largest is the celebrated London to Brighton Bike Ride, now in its 31st year, which annually attracts 28,000 riders raising around £4m to beat heart disease.
- 3.4 With that in mind, BHF are proposing to organise the first official London to Brighton Night Ride, aiming to recruit 8,500 riders to raise funds for the BHF, this new event would complement the BHF's existing cycling portfolio rather than compete with their diverse range of cycling events.
- 3.5 The daytime London to Brighton Bike Ride is the BHF's flagship event. The event is incredibly popular and sells out in a matter of hours each year. It is at maximum capacity, so the BHF is currently unable to satisfy the demand for places on the event. Increasingly, riders have been requesting the earliest start time (in 2011, 12,000 riders asked to start at 6am. This represents 42% of the total riders). These participants are typically regular cyclists, who do not want to be caught up in the congestion of the family and fun riders who start later in the morning.
- 3.6 BHF have conceived the London to Brighton Night Ride in order to satisfy this group's demands, giving them the opportunity to cycle this iconic route in a smaller field and without the congestion of the main ride. They also know that 70 per cent of the London to Brighton Bike Ride participants are new to the event each year. By developing a Night Ride, they hope to be able to re-engage with these supporters and to further develop their relationship with the BHF and increase their Lifetime Value to the Charity.
- 3.7 BHF will work in partnership with Brighton & Hove City Council, to ensure that they maximise opportunities for delivering economic benefits to the City through additional visitors including staying visitors.
- 3.8 The event would be targeted to the broader London to Brighton audience who are aged over 18 years and would be specifically marketed to experienced cyclists (likely to be those who request the early London to Brighton times) who are confident in their own ability.
- 3.9 It is BHF's aim to educate the participants and improve their knowledge of best practice night cycling by creating a Rider Code of Conduct for the event, including equipment requirements and advice on how to minimise their risk of being involved in an accident whether they are at the event, training for it or simply cycling at night for their own purposes.

- 3.10 Safety will be a major factor when putting the detail of this event in place therefore prior to the event taking place the City Safety Advisory Group will want to see that all safety issues have been address thoroughly.
- 3.11 The organisers will be required to provide a full event management plan which is to include:
- Traffic Management Plan, to focus on public transport to and from the site
 - Cleansing Plan, for both the event site and the surrounding area which will be approved by officers from City Clean in advance of the event taking place
 - Full Risk Assessment including Fire Risk Assessment Plan to be signed off by East Sussex Fire & Rescue
 - Communications Plan
 - Emergency and contingency plan
 - Detailed event production schedule
 - These plans will be reviewed by the Council and its partner agencies that form the operational event planning group. Should there be any significant safety issues that need addressing then this will be fed through to the City-wide Safety Advisory Group who oversee these major events.
- 3.12 New events of this sort are broadly supported as they bring a number of benefits to the local area. Specifically they:
- Raise the national and international profile of Brighton and Hove as both a location for sporting events and as a destination for visitors to support the visitor economy.
 - Support the local economy and local employment. This event will generate approx £0.5m in additional income to the city's businesses.
 - Encourage the city's residents to be 'More Active, More Often'. This event would provide a major motivation for the city cycling clubs to register to take part and to raise much needed funds for the charity. It also coincides with the Olympic year.

4. CONSULTATION

- 4.1 Initial consultation has taken place with Police Forces from London through to Brighton and Hove to discuss this initial proposal
- 4.2 Internally, consultation has taken place with Environmental Health & Licensing and Highways.

- 4.3 Subject to consent being granted, there would be a requirement for further consultation with statutory agencies, ward councillor's, highways, local residents etc giving details of the event, dates, times etc which would all be carried out by the event organisers.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

- 5.1.1 In accordance with the Outdoor Events Policy, fees are charged for events and any costs incurred are the responsibility of the organiser. A deposit would be held to ensure that the Authority does not incur any costs that cannot be recovered and this deposit would only be released on reinstatement of the area to the satisfaction of the Authority. The organiser would also have to provide evidence of adequate insurance cover.
- 5.1.2 As this is a national registered charity BHF will be charged at the charity rate for the use of Madeira Drive. BHF will also pay all infrastructure costs on Madeira Drive as well as costs relating to the traffic management when the cyclists reach the boundary of Brighton and Hove.

Finance Officer Consulted: Michelle Herrington

22/8/2011

5.2 Legal Implications:

- 5.2.1 The council is able to utilise Madeira Drive as an events venue for up to 28 days a year in accordance with section 77 of the East Sussex Act 1981.
- 5.2.2 The proposal is being put forward 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 agreement with the events organiser and the ongoing consultation process should ensure that the event is properly managed and that disruption is kept to a minimum.

Lawyer Consulted: Bob Bruce, Principal Solicitor

Date: 12/8/2011

5.3 Equalities Implications:

- 5.3.1 The Events programme caters for people from all sectors of the community. This event is specifically aimed at proficient and regular cyclists linked with BHF charity saving lives appeal.

5.4 Sustainability Implications:

- 5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations set out in the Purple Guide and the council's event policy.
- 5.4.2 The council is committed to managing the risk and environmental impact of its activities. Events that are hosted and staged in the city are reviewed as part of our commitment to continuous improvement and in line with ISO14001 & BS8901 sustainable event management systems. Event organisers will as part of the application process be asked to complete our Sustainable Event Statement SFO4. As part of the monitoring process these forms are reviewed with organisers to identify areas for improvement as well as highlighting good practice.
- 5.4.3 The management of waste and its effective and responsible collection and disposal will be detailed in full in the Sustainable Events Statement – Outdoor Events (SF04). This document is completed by event organisers and gives us an early indication as to how they will manage the waste generated. There are five sections to be completed under waste management.

5.5 Crime & Disorder Implications:

The City Safety Advisory Group has an overview of all the major events that take place in Brighton & 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 this event.

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

5.6 Risk and Opportunity Management Implications:

- 5.6.1 The event will be subject to a full site-specific risk assessment which is signed off by the relevant statutory bodies.

5.7 Corporate / Citywide Implications:

- 5.7 The event will take place on Madeira Drive – a council owned highway and event space.

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 events within Brighton & Hove on council-owned sites.
- 7.2 This event is a valuable addition to the events calendar.

SUPPORTING DOCUMENTATION

Appendices:

- 1. None.

Documents in Members' Rooms

- 1. None.

Background Documents

- 1. Event proposal from the British Heart Foundation.