

# **ECONOMIC DEVELOPMENT & CULTURE COMMITTEE**

Brighton & Hove City Council

**Subject:** Major Events - Consents  
**Date of Meeting:** 14<sup>th</sup> November 2013  
**Report of:** Assistant Chief Executive  
**Contact Officer:** Name: Ian Shurrock Tel: 29-2084  
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**Ward(s) affected:** All

## **FOR GENERAL RELEASE**

### **1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 To seek member support to grant longer term consents for a number of major events. Event organisers will still need to meet statutory requirements e.g. licensing as appropriate.
- 1.2 To recognise that these events bring significant benefits to the City in terms of sport, culture, tourism and employment.
- 1.3 To reflect that the ability for these events to develop and increase the range of benefits that they bring to the city will be enhanced through granting longer term commitments than is currently contained in annual cycles of permissions.

### **2. RECOMMENDATIONS:**

- 2.1 That events described in paragraph 3.8 are granted landlord's consent for the terms identified.
- 2.2 That consent is provided for the associated road closures on Madeira Drive.
- 2.3 That officers are authorised to enter into formal agreements with event organisers to determine conditions including fees, levels of support, event locations, event routes, and event management plans as appropriate.

### **3. CONTEXT/ BACKGROUND INFORMATION**

- 3.1 Over the last year the visitor economy has held up well despite the challenging economic climate. In large part this is due to the success of the city's events programme. The latest economic impact assessment shows that Tourism generated almost £799m for the local economy supporting over 18,000 jobs.

- 3.2 The 4<sup>th</sup> running of the Brighton Marathon received record numbers of participants in the full marathon (nearly 10,000) the mini mile for children and in terms of spectators. It has become in a short space of time a very significant part of the city's annual events. The runners raise money for many local charities and encourage many residents to regularly take part in physical activity to prepare for the event with positive public health implications. The Marathon is estimated to generate an economic benefit to the city of £4.5m per annum.
- 3.3 The Sussex Beacon Half Marathon has similarly grown and developed over the past 24 years from an entry of 200 runners to now over 10,000 taking part. Running in February it brings real benefits to the city, not only in terms of health, but running on a weekend that would otherwise be considered 'out of season'. This event is the primary fund raiser for the Sussex Beacon, a clinical care centre for people living with HIV and aids.
- 3.4 The London to Brighton Bike Ride is the main fund raiser for the British Heart Foundation (BHF) whose involvement commenced back in 1980. The event has 27,000 entrants to cycle the 54 mile route from Clapham Common and raise money for the BHF and many other charities.
- 3.5 The London to Brighton Night Ride is a much recent addition to the event's programme. It has already reached no 2 in The independent's Top 10 Sponsored Cycle rides where it is described as "a well-organised 60 mile ride with a great atmosphere that sees around 5,000 cyclists ride through the night".
- 3.6 The Screen on the Beach first took place in 2012 located on the Old Paddling Pool site between the Piers. The event was a huge success showing live Olympic coverage and popular family films. As this site was not available this year the Screen moved to a site to the east of Brighton Pier adjacent to the Big Wheel. While the Screen may not have been so successful this year in attracting audiences, there is a desire to establish the Screen on the Beach as a regular feature. This has the potential to be of particularly benefit to the council in 2015 as a host city for the Rugby World Cup and the staging of a fanzone.
- 3.7 From 2014 it is proposed that longer permissions be granted to these major events to help them plan, organise and where appropriate grow. This will hopefully improve the performance of these events, allowing for better planning and contracting, supporting growth ambitions, and improving local economic impacts. It will allow for improvements to the other outcomes from which the city benefits be that health or support for local charities.
- 3.8 It is therefore proposed that the following events be granted the following consents:
- Brighton Marathon (5 Years. 2014 – 2018 inclusive)
  - Sussex Beacon Half Marathon (5 Years. 2014 – 2018 inclusive)
  - BHF London to Brighton Bike Ride (3 Years. 2014 – 2016 inclusive)
  - BHF London to Brighton Night Ride (3 Years. 2014 – 2016 inclusive)
  - Screen on the Beach (3 years. 2014 – 2016 inclusive)

- 3.8 The City Safety Advisory Group has an overview of all the major events that take place in the city 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 which is integral to both the planning and delivery of events. Where required, specific Safety Advisory Groups are convened for any major event taking place in the city. Sussex Police are involved in both the planning and consultation of all major events.

#### **4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS**

- 4.1 Not applicable.

#### **5. COMMUNITY ENGAGEMENT & CONSULTATION**

As part of the Outdoor Events Policy there a standard protocol for consultation in relation to events.

#### **6. CONCLUSION**

By providing events organisers with longer term consents will give event organisers greater certainty on the future of the event, thus improving the sustainability of the event.

#### **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 provided. 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 the infrastructure required. All 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 contribute to the costs of the Outdoor Events Team and enables charitable and community events to be supported at reduced rates or free of charge. The target income for outdoor events in 2013/14 is £0.217m.

*Finance Officer Consulted: Name Michael Bentley Date: 24/10/13*

##### Legal Implications:

- 7.3 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space in its area including Madeira Drive for up to 28 days in order to facilitate the staging of major outdoor events. Some events may

need planning permission, depending on whether permitted development rights are available (use of up to 28 days in any one year under the terms of Part IV Class B of Town & Country Planning (General Permitted Development Order 1995) and the nature of the proposals.

- 7.4 The proposals in this report are made 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.
- 7.5 The terms of the agreements with the event organisers, the on-going consultation process and the long lead-in periods ensure that the events are safe and well managed and that disruption is kept to a minimum.

*Lawyer Consulted:*

*Bob Bruce*

*Date: 24/10/2013*

Equalities Implications:

- 7.6 The Events programme caters for people from all sectors of the community as there are such 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.

Sustainability Implications:

- 7.7 Event organisers are supported to improve the sustainability of events through the Sustainable Events Programme focusing on areas with the highest potential impact. The programme is certified to the international standard for environmental management ISO 14001.
- 7.8 Any Other Significant Implications

No other implications

**SUPPORTING DOCUMENTATION**

**Appendices:**

None

**Documents in Members' Rooms**

None

**Background Documents**

None