

BRIGHTON & HOVE CITY COUNCIL

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

4.00pm 14 NOVEMBER 2013

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillors Bowden (Chair); Hawtree (Deputy Chair), Brown (Opposition Spokesperson), Fitch (Group Spokesperson), Buckley, Mac Cafferty, A Norman, K Norman, Smith and Morgan

PART ONE

32. PROCEDURAL BUSINESS

PROCEDURAL BUSINESS

32a Declaration of Substitutes

32.1 Councillor A Norman was in attendance in substitution for Councillor Janio. Councillor K Norman was in attendance in substitution for Councillor C Theobald.

32b Declarations of Interest

32.2 There were none.

32c Exclusion of the Press and Public

32.3 In accordance with Section 100A of the Local Government Act ("The Act"), the Economic Development and Culture Committee considered whether the public should be excluded from the meeting during consideration of any item of business on the grounds that it is likely in view of the business to be transacted or the nature of the proceedings, that if members of the public were present during it, there would be disclosure to them of confidential information as defined in Section 100A(3) of the Act.

32.4 **RESOLVED** – That the press and public not be excluded from the meeting during consideration of any item on the agenda.

33. MINUTES

- 33.1 **RESOLVED** - That the Chair be authorised to sign the minutes of the meeting held on 19 September 2013 as a correct record.

34. CHAIR'S COMMUNICATIONS

Vote of Thanks, Adam Bates, Head of Tourism and Leisure

- 34.1 The Chair explained that this would be the last meeting attended by Adam Bates the current Head of Tourism and Leisure who would be leaving the Council in December. The Chair wished to place on record his thanks and those of the Committee for the flair, enthusiasm, verve and professionalism with which Adam had always worked. He would be greatly missed and everyone who had worked with him wished him all the very best for the future.
- 34.2 Councillors Brown, Smith and Fitch wished to place on record their own specific thanks and the Committee voted unanimously to place on record their thanks and best wishes for the future.

Chair's Communications

- 34.3 The Chair explained that although he would be referring to a few highlights as part of his communications a full text in respect of recent and upcoming events would be recorded in the substantive minutes of the meeting.

Economic Development

City Deal

- 34.4 The Chair stated that he was delighted to be able to inform the Committee that the bid for a Greater Brighton City Deal was progressing well. The proposals had been developed with partners from across the City Region and the negotiation document and brochure had been finalised and submitted to Government earlier that month. The aim of City Deal was to improve productivity of the city's economy by working closely with business partners and the city's two universities to create a network of growth centres across the city specialising in creative and environmental technologies.

The proposals had concentrated on:

- Seeking support to establish a Creative Tech Growth Centre at New England House, in the heart of the city's thriving creative digital media cluster;
- Seeking support to secure flood defence funding to which would unlock the potential for developing Newhaven Port and Shoreham Harbour as centres for growth.

- 34.5 City Deal partners had also submitted a bid for a £3m business support programme which would provide businesses across the city region with the support they needed to develop and grow.

- 34.6 The City Deal had developed as the result of strong collaboration amongst partners from across the city region. A Greater Brighton Economic Board would be established in order to bring together leaders of the City Region with businesses and representatives of the, university and Coast to Capital LEP. The Council's 'pitch' team had been led by the leader of the Council and had included senior representatives from Lewes District Council, Adur & Worthing Councils, the Coast to Capital Local Enterprise Partnership, the University of Brighton, Wired Sussex and Ricardo UK Ltd who had presented the proposals to the Minister for Cities, Greg Clark MP. This 'challenge session' gone well, the proposals had been very well received and the Minister has expressed a desire for the deal to move forward quickly.
- 34.7 The team was now working hard to provide Government with the additional information and detail required to negotiate the main elements of the deal with officials, drawing on Ministerial support if necessary. These negotiations would take place throughout November and a full update would be provided to Members of the Committee at their next scheduled meeting on 23 January 2014.

Small Business Saturday

- 34.8 Small Business Saturday would take place on Saturday 7 December. This national initiative had received cross party support and aimed to encourage residents to support small businesses by purchasing local goods and services.

Within Brighton & Hove many of the business networks had given their support and will be holding events on the day across the city.

Events would include: -

- Business Support Workshops at Jubilee Library;
- Music and Choral performances in London Road;
- Promotion of the Indie Christmas Card Campaign, in Hove & Portslade;
- Business Support Seminars at the Whitehawk Inn;
- Launch of the 'Shine on London Road' illuminated installations;
- Dressed for Success (a scheme that helps retailers to dress their shop windows to increase trade) will be opening the judging for the best dressed window;
- Artists Open Houses, Rottingdean Smugglers night and the Santa Dash would be highlighted in the promotion material; and
- Free Parking will be available at Regency, London Road, Norton Road, Trafalgar Street and High Street car parks on the day.

- 34.9 Councillor Morgan stated that he supported this initiative and hoped that that the availability of free parking would be well publicised. He was concerned because this did not appear to have been highlighted even on the Council's own website. Councillors Brown, Fitch and A Norman concurred in that view. The Chair explained that to ensure that both local residents and visitors were made aware of the range of events on offer street maps to the City's main retail districts and Small Business Saturday events would

be printed besides full details on the Council's website where the availability of free parking would also be highlighted. Thanks to the support of Southern Rail these maps would be distributed on the day at Brighton, Hove and Portslade Stations by helpers from Hove Business Association, Visit Brighton & the Councils Economic Development team. Brighton & Hove Buses would also be promoting the event by carrying adverts on some of the main bus routes around the city.

Libraries

- 34.10 The Library Service had recently produced a brochure outlining the role of libraries as Community Hubs. "Your libraries, Support and facilities for organisations, community groups and businesses" which sought to build on current partnership work and to encourage a wide range of organisations to use public libraries to help deliver, develop and publicise their services.

Summer Reading Challenge

- 34.11 The Summer Reading Challenge was a national library scheme which celebrated reading for pleasure through a themed reading experience with incentives encouraging children to keep up their reading skills and confidence during the summer holidays. The 'Creepy House' theme for summer 2013 had been particularly successful and had been linked to a range of events across the city. Arts Council England funding had been instrumental in helping to deliver a very successful young peoples volunteering project which had helped to deliver this resulting in 70 volunteering sessions delivering 491 volunteer hours.

Tourism & Venues

- 34.12 The Institute of Physics and Engineering in Medicine (IPEM) had hosted the 20th International Conference on Medical Physics (ICMP2013) from the 1–4 September which brought in approximately 800 delegates and had been worth £1,123,200 in terms of its eco impact.
- 34.13 The International Migration Conference had followed shortly afterwards, running for five consecutive days and attracting approximately 300 delegates. It was the 14th annual Conference on Chemistry and Migration Behaviour of Actinides and Fission Products in the Geosphere and had been worth £728,000 to the city, this was the first time this event had been held in the UK.
- 34.14 The Annual Labour Party Conference had been held from the 22-25 September. The Brighton Centre had been delighted to welcome this conference back following the refurbishment works which had taken place there. The four-day event alone had attracted 10,000 delegates and had made a contribution £15million to the city's economy. At the recent post event debrief with the Labour Party conference team, the team at the Brighton Centre had been praised for their levels of customer service, standards and City welcome.

Recent Conference Wins at the Brighton Centre:

- 34.15 The Conference Centre had also won the following recently:

British Geriatric Society October 2014 and 2015, a 3 day conference which would welcome 600 delegates and was worth £829,800 in economic impact for each of these events. This event had returned following refurbishment of the centre;

Society of Acute Medicine, October 2014, a 2 day conference welcoming 900 delegates was also worth £829,800 in economic impact, this would be the first time this event had taken place in Brighton;

British Orthopaedic Foot and Ankle Society, November 2014, a 3 day conference welcoming 400 delegates worth £368,800 in economic impact, this would be the first time this event had taken place in Brighton;

British Orthopaedic Association, this was a brand new conference, which would be taking place for the first time in September 2014, a 2 day conference welcoming 800 delegates worth £737,600 in economic impact.

Christmas - The Christmas campaign sub-site had now gone live and press trips had taken place and as a result national coverage already achieved (Mail on Sunday). More publicity was planned for early December. More information could be accessed by going to: www.christmasinbrighton.co.uk

Press & PR

- 34.16 There had been more press trips in 2013 than ever before with over 100 journalists from UK and overseas being hosted. Coverage arising during in 2013 from the Council's own PR activity had generated advertising worth in excess of £3.5 million.

Site stats/Mobile App

- 34.17 This was on target to receive 2million 'unique visitors' to vb.com in 2013, there had been over 15,000 app downloads in the calendar year to date.

Future Press and PR Into 2014

- 34.18 Into 2014 the City would be participating in the City Breaks and Coastal Escapes thematic campaigns with Visit England, also the 'Accessibility' campaign with Visit England. All of these initiatives were due to launch in Feb 2014. A Mini Rough Guide to Brighton & Hove would be published in March 2014. There would be a print run of 100,000 copies of these 64 page guides which would be in full colour.
- 34.19 During 2014 the 100th anniversary of WW1 would be commemorated, also the 50th anniversary of Mods & Rockers and the 40th anniversary of ABBA's "Eurovision Song Contest" win in Brighton. 8 new Visitor Information Points had gone "live" at the beginning of October throughout the city centre. All staff at the VIPs had been trained in city product/information and were excited about working so closely with VisitBrighton.

Royal Pavilion, Arts & Museums

Subversive Design

34.20 This major new exhibition at Brighton Museum & Art Gallery had opened on 12 October. The show explored how designers, makers and manufacturers subverted our expectations of everyday objects by playing with form, function and materials to create objects that provoked and amused. From the quirky to the stunning, exhibits included work by Alexander McQueen, David Shrigley, Philippe Starck, Grayson Perry, Richard Slee, Vivienne Westwood, Leigh Bowery and others. There was an entry fee for the exhibition which would contribute to the service's income generation.

Turner in Brighton

34.21 The "Turner in Brighton" exhibition had opened at the Royal Pavilion on 2 November, and had provided an opportunity to showcase the city's recent Turner acquisition "*Brighthelmston, Sussex*", capturing Brighton's history as a seaside resort, the work had previously been out of sight in private ownership for over 100 years. In January 2012 the work had been put up for auction and the Royal Pavilion & Museums had successfully acquired it with external support. The exhibition showed how Turner and his contemporaries had perceived the town at the height of its development in the 1820s, during the reign of George IV, and included loans from national galleries such as the Tate, the Victoria and Albert Museum, and private collectors. Winter exhibitions at the Royal Pavilion offered valuable marketing opportunities which encouraged new and repeat visits, and showcased collections relating to the building's history.

The Keep

34.22 The Keep was due to open to the public on Tuesday 19 November. Her Majesty the Queen, accompanied by the Duke of Edinburgh, had launched this new historical resource centre for East Sussex and Brighton & Hove on Thursday 31 October. This represented a major partnership project between East Sussex County Council, Brighton & Hove City Council and the University of Sussex. The new facility would offer state of the art storage for archives and had excellent visitor facilities. Uniting the complementary resources of the three partners would mean greater public access and the opportunity for more collaborative learning and engagement activity using these collections.

34.23 All of the exhibitions mentioned had received very favourable and widespread press coverage, representing an impressive collaborative approach to publicity involving, variously, Royal Pavilion & Museums, the corporate Communications Team, VisitBrighton, and the Keep partners.

London Road

34.24 London Road was being transformed as a result of the various regeneration initiatives and private developments underway in the area. This included the Portas project and the Town Team cultural partnership celebrating the area's independent spirit by commissioning 5 artists to create installations in the area as an alternative to Christmas lights. The works included a London Road jingle made from the voices of the local community, a sculpture of bicycles mounted high on the wall, polystyrene trees reflecting on the waste generated by Christmas packaging, toy hacking with local young people and an interactive heart sculpture. This would be launched during an afternoon

of special events on Small Business Saturday on 7 December from 2pm – 6pm. The events would include music, talks and workshops and would showcase some of the changes taking place in London Road.

- 34.25 The final piece of public art from the original NEQ development had now been installed. It now formed part of the transformation of the London Road area which had undergone significant changes including the provision of new housing. Jon Mills' "The Ghost Train" had been sited over the pedestrian viaduct at the bottom of New England Road within the greenway which would eventually go all the way to the station. The sculpture celebrated the railway heritage of the city and had been produced by one of the city's most prolific and talented public artists.

Sports and Leisure

Withdean Athletics Track

- 34.26 The new athletics track at Withdean Sports Complex had been provided as a result of £150,000 of support funding which had been received from Sport England. The new state of the art track had been extremely well received by the athletics clubs and was a great example of the how the Olympic legacy was being delivered in Brighton & Hove.

Saltdean Lido

- 34.27 Negotiations with the Saltdean Lido Community Interest Company had progressed well and a providing an update on the future operation of the site would be taken to the Policy & Resources Committee in December.

FA Women's World Cup Qualifying Match

- 34.28 Continued partnership working with Brighton & Hove Albion had resulted in the Council being shortlisted as one of two possible venues to host an England Women's World Cup Qualifying match at The American Express Community Stadium in April 2014. It was hoped that the outcome of this would be known in December. This latest selection demonstrated the City's further development as a sporting city following the successful bid to host matches in the Rugby World Cup in 2015.

2013 City Sports and Physical Activity Awards

- 34.29 This event held at the Royal Pavilion had been a great success and volunteers, coaches, clubs and talented athletics had been recognised and presented with a locally produced award.

Healthwalks

- 34.30 The new Autumn/winter programme had been produced, and included over 40 one off walks. An event celebrating 10 years of Healthwalks had taken place at Rali Hall earlier that week attended by 150 people.

TAKEPART

- 34.31 Takepart had been awarded the Big Society Award for 2013, the 2014 planning event was due to take place on Thursday 14th November at Withdean Sports Complex and would be attended by many partners and clubs.
- 34.32 External funding had been sourced to deliver the “Street Games” programme in the city for young people and to support the Healthwalks Volunteers programme.
- 34.33 **RESOLVED** – That the contents of the Chair’s Communications be received and noted.

35. CALL OVER

- 35.1 All items on the agenda were called for consideration.

36. PUBLIC INVOLVEMENT

36a Petitions

- 36.1 There were none.

36b Written Questions

- 36.2 The following written question had been submitted by A Morris:

Brighton Dome & Brighton Festival Capital Redevelopment Project / Lottery Funding Application and Redesign of Pavilion Gardens

“For over 70 years the Sewell family have been serving tea and cakes in Brighton’s Pavilion Gardens from their unique cafe to both the local community and visitors alike.

With the aid of Lottery Funding, there’s also a proposed redesign of the gardens that could threaten the cafe’s existence.

Can the council confirm that plans, designs and proposals for the Pavilion Gardens and its cafe will be available to the public prior to the first round application to The Big Lottery and the Heritage Lottery Fund?”

- 36.3 The Chair, Councillor Bowden responded in the following terms:

“The project is a Masterplan with a future vision to reunite the entire Royal Pavilion Estate (not just Brighton Dome & Brighton Festival and redesign of the Gardens).

70 Years - Sewell Family

The present day café building operated by the Sewell family has been in operation since the early 1950s. Before this, the Sewell family operated a take away café business from a temporary building placed at the north side of the Royal Pavilion and before that on the seafront.

Threat to the Cafe’s Existence

The café service is not under threat. The feasibility study currently being undertaken is seeking to solve a number of existing difficulties within the garden including an obvious lack of visitor arrival and orientation; serious issues with anti-social behaviour; ongoing damage to the garden/planting and lack of night-time use. The study has so far identified the western/New Road boundary of the Estate as a major interface with the rest of the City and in particular all of the local businesses in the area, particularly in the Business Improvement District. The study has so far identified that the Estate and its visitors would benefit significantly from the creation of a new gateway building, including café and retail facilities. Consultation is taking place with the Sewell family to try and reach agreement on ideas for a new purpose built building, including a café, as part of an improved visitor welcome to the Garden and the Estate.

Plans, Designs and Proposals for the Public

There is no application currently being prepared or submitted to The Big Lottery. A first round application to the Heritage Lottery Fund is focused on identifying the challenges the organisation (Royal Pavilion Estate) is facing; why it needs the funding, and how the funding will address or justify investment. It will include a small selection of artists impressions which show what could and may be possible with substantial investment into the Estate. The application is to secure funding to enable a 2 year development period where a number of design options will be explored through detailed stakeholder engagement and public consultation. This will be followed, in 2016, by a Stage Two application where detailed designs will be considered.”

36.3 Mr Morris was invited to ask one supplementary question and whilst commending the work that had been carried out by the Council’s officers to date he sought confirmation that a full consultation would take place and that the public and all interested parties would be kept in the loop. The Chair confirmed that this would be the case reiterating that the process was at a preliminary stage, that an application for lottery funding had yet to be made and was not imminent, although preparatory work was being undertaken. Detailed plans had not yet been drawn up and lottery funding was not in any event guaranteed. The Chair also explained that the artist’s impressions accompanying the HLF bid documents will be made available on the B&H Council web site.

36.4 **RESOLVED** – That the question and response given be noted and received.

36c Deputations

36.5 There were none.

37. MEMBER INVOLVEMENT

37a Petitions

37.1 There were none.

37b Written Questions

37.2 There were none.

37c Letters

37.3 There were none.

37d Notices of Motion

37.4 There were none.

38. TOURISM ADVISORY BOARD

38.1 The Committee considered a report of the Assistant Chief Executive seeking member support to establish a Tourism Advisory Board for Brighton and Hove.

38.2 The Head of Tourism and Leisure explained that the Board would provide advice, support and guidance to Brighton & Hove City Council, ensuring that the Tourism Strategy and activities of Officers was aligned with the needs of the tourism industry in Brighton & Hove. The establishment of this Board would facilitate deeper engagement and collaboration between Brighton & Hove City Council and tourism stakeholders within the City.

38.3 Councillor Brown stated that although she generally welcomed the proposals, overall the number of Board Members did seem to be high, she believed that it had been envisaged originally that this body would have an independent Chair rather than being chaired by the Chair of the Committee which could be anomalous in that the Chair could bring forward recommendations from Board meetings he had chaired to the Council Committee of which he was also Chair. Councillor Buckley enquired regarding the frequency at which Membership of the Board would change, also stating that she was disappointed that a relatively small number of women had been appointed.

38.4 The Chair, Councillor Bowden responded that it was the intention to have an independent Chair for the Board and that would be put into place after the first meeting. Membership of the Board took account of the interest groups it was deemed could provide valuable input to the Board and in recognition that Members were unlikely to be able to attend every meeting. It was anticipated that smaller sub groups would be set up to "task and finish" on certain topics. In such instances if groups or individuals who were not represented on the Board were considered to possess particular knowledge or expertise they would be invited to give their input.

38.5 The Head of Tourism and Leisure explained that it was intended that the existing arrangements would remain in place for a two year period, although this would be kept under review.

38.6 Councillor Hawtree sought clarification regarding the role and accountabilities of the Board and it was explained that its role was advisory, whilst it could bring recommendations to the Committee it lay with elected Members (the Committee) to approve or reject them.

38.7 **RESOLVED** - That the Tourism Advisory Board is established with the Terms of Reference at Appendix 1 and with the composition as included in Appendix 2 to the report.

39. SPORT AND PHYSICAL ACTIVITY STRATEGY 2013-2018

39.1 The Committee considered a report of the Assistant Chief Executive setting out the Sport and Physical Activity Strategy 2013–18.

39.2 It was explained that Sport and physical activity was very important to Brighton & Hove and that a Strategy was needed to ensure that resources were used effectively to achieve the key outcomes which had been identified as a result of widespread consultation. The vision driving the Strategy was to create a more active city, a healthier city, greater equality of opportunity, better facilities and a higher standard of sports performance delivered through strong partnerships between sport and health providers.

39.3 It was noted that Citywide Needs Assessments had been undertaken for Children and Young People, People with Disabilities and in respect of Childhood Obesity as well as Sport and Physical Activity. All of these assessments had identified a direct link between health, general well-being, sport and physical activity and added a new dimension to the context in which the new Strategy must be delivered.

39.4 Mr Brindley from Public Health showed a short DVD of the recent "Take Part" part event followed by a presentation picking out the headlines from the strategy, namely initiatives to encourage more people to be more active, more often, for adults and children to take part in increased regular and sustainable participation in sport and physical activity. In addition to the highly successful annual "Take Part" initiative" it was also hoped to increase participation in existing events and to encourage new activities and events, also to capitalise on the lead up to and legacy of the Rugby World Cup.

39.5 Mr Brindley further explained that in order to achieve the strategy's desired outcomes it was intended to explore the potential for obtaining additional grant funding, opportunities for volunteer development, partnerships and to maximise existing resources. The importance of putting together the "Sports Development Action Plan" and the importance of setting targets and measurable outcomes were highlighted as crucial "next steps" as were devising joint working plans.

39.6 Councillor Mac Cafferty welcomed the report noting that in the past schools had been encouraged to make their facilities available to community and other groups outside the school day, he hoped that this was continuing.

39.7 Councillors Fitch and Smith also commended the report and in particular its emphasis on encouraging all to engage in exercise and other healthy activities on a regular basis.

39.8 Councillor Buckley referred to the planned re-location of the Brighton Gymnastics Club. The Assistant Chief Executive explained that although on going dialogue had taken place, ultimately, this was a privately owned facility.

39.9 Councillor Brown was concerned to note that the level of engagement in sport and other exercise by those in the 14-15 age group appeared to be declining and hoped that

measures proposed would address this. It was explained that measures were in place to provide training and support and to access funding opportunities.

39.10 Councillor Morgan whilst welcoming the strategy stated that many in the city who were on a low/fixed income were unable to afford to pay fees to engage in activities, which was why initiatives like "Take Part" were so valuable. It was very important to highlight those activities which were free.

39.11 **RESOLVED** – (1) That Members approve the Sport & Physical Activity Strategy 2013-18; and

(2) That Members approve the production of an annual report to be considered by the committee to update on progress towards achieving the key objectives.

40. MAJOR EVENTS - CONSENTS

40.1 The Committee considered a report of the Assistant Chief Executive seeking approval to grant longer term approvals for a number of major events as set out in the report.

40.2 The Head of Tourism and Leisure explained that event organisers would still need to meet statutory requirements e.g. licensing as appropriate. It was important however to recognise that these events brought significant benefits to the City in terms of sport, culture, tourism and employment. The recommendations set out in the report sought to facilitate the ability for these events to develop and to increase the range of benefits that they brought to the city. It was considered that this would be enhanced through granting longer term commitments than was currently contained in annual cycles of permissions.

40.3 The Head of Tourism and Leisure stated that it was proposed that the following events be granted consent for the period identified:

- 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); and
- Screen on the Beach (3 years. 2014 – 2016 inclusive).

40.4 Councillor Brown stated that she supported the approach suggested which represented a sensible way forward although she enquired why a period of three years had been suggested for some events and five for others. The Head of Tourism and Leisure explained that the proposed time frames had been arrived at following detailed discussions with the event organisers and also reflected those events which were held solely within the city boundary and others which started outside the city.

40.5 Councillor K Norman enquired whether there were likely to be other events for which longer consents would be required. The Head of Tourism and Leisure replied that this could be the case in future as the length of permission granted would be kept under review. It was important to note that all of the planning/health and safety and other requirements needed to be met for each individual event on an annual basis irrespective of the period of time for which permission had been granted.

40.6 The Head of Tourism and Leisure also explained that the City Safety Advisory Group had an overview of all the major events that took place in the city that had the potential to attract significantly large numbers of people. A protocol and good working partnerships between the council and emergency services were in place in the city and these were integral to both the planning and delivery of events. Where required, specific Safety Advisory Groups were convened for any major event taking place in the city. Sussex Police were involved in both the planning and consultation on all major events

40.6 **RESOLVED** – (1) That events described in paragraph 3.8 of the report and below are granted landlord's consent for the terms identified;

(2) That consent is provided for the associated road closures on Madeira Drive; and

(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.

41. FUTURE PLANS FOR PRIDE

41.1 The Committee considered a report of the Assistant Chief Executive requesting that the Committee continue to support Pride events over the first weekend of August and that the Committee grant Landlord's consent for three successive years, commencing from August 2014, to the Brighton Pride Community Interest Company to stage both the Parade through the city and a fenced and ticketed Pride Festival in Preston Park, with both elements subject to the conditions as set out in 3.28 -3.33 of the report.

41.2 The Head of Policy and Performance explained that Pride ranked as one of the City's most significant events, in 2013 it had attracted approximately 160,000 attendees generating an estimated £13.5 million for the city's economy. Pride 2013 had been a very successful event and its organisers wanted to build on that success to improve its relevance both to the LGBT community and the city. The report set out proposals for the future of Pride; seeking agreement for landlord consent to stage Pride Festival activities in Preston Park over the first weekend in August for three successive years starting in 2014.

41.3 The Head of Policy and Performance went on to explain that consent was also sought to extend usage of the Park on Friday evening, for longer on Saturday and also during the day on Sunday; the overall objective of which was to ensure the sustainability of the core Pride event. Each event would be subject to conditions and guidance as detailed in the Health & Safety Executive (HSE) Purple Guide. The guidance set out the requirements that must be met in full and signed off by the responsible lead agency and, where applicable, the City Safety Advisory Group.

41.4 The Chair welcomed the report, referring to the fact that Pride 2013 had been one of the most successful events to date. There had been minor difficulties, for instance lengthy queues to gain entry to the park, public transport and problems which had arisen as a result of dispersing groups of young people who had been drinking excessively in various locations across the city, these were being addressed and it was considered that staggered entry in the manner proposed, by increasing the duration of the festival and by having an additional event on the Friday would be beneficial in that respect.

Partnership work had taken place with the Police and the Alcohol Programme Board to address the broader public disorder and under age drinking problems. The overall quality of organisation by BPCIC, the organisers, had been highlighted and commended.

- 41.5 Councillor Brown stated that having given the report thorough consideration, the Conservative Group wished to put forward the amendment (proposed by Councillor Brown and seconded by Councillor Smith):

“2 Recommendations:

2.1 That the Economic Development and Culture Committee continue to support Pride events over the 1st weekend of August **including through the continuation of the grant that was offered last year to the Brighton Pride Community Interest Company should this be required in order to run a successful LGBT Community Parade.**”

- 41.6 The Legal Adviser to the Committee explained that a grant had not been required for the 2013 event and it was anticipated that in-kind support of the type referred to in paragraph 3.11 of the report would be made available for 2014, although this would be subject to review. The BPCIC organising Committee had agreed with that approach. The BPCIC financial model included ticket sales, corporate sponsorship and in-kind support.
- 41.7 The Head of Policy and Performance stressed that it was important to note that it was the responsibility of the organiser’s to ensure that all documentation was submitted on time to enable the appropriate level of planning to take place and for a comprehensive event plan to be drawn up.
- 41.8 Councillors Morgan and Fitch supported the recommendations set out in the report stating that they considered they represented a reasonable way forward.
- 41.9 Councillor Buckley referred to the need for Preston Park to be returned to use by the general public as soon as possible following the event and for the need for detailed early consultation to take place with local residents. It was confirmed that measures were in place to ensure that happened.
- 41.10 In view of the clarification which had been given in respect of this matter Councillor Brown stated that the Conservative Group wished to withdraw their proposed amendment. A vote was therefore taken on the recommendations as set out in the officer’s report. Members voted unanimously that those recommendations be approved.
- 41.11 **RESOLVED** – (1) That the Economic Development & Culture Committee continue to support Pride events over the 1st weekend of August;
- (2) That the Committee grant Landlord’s consent for three successive years, commencing August 2014, to Brighton Pride Community Interest Company to stage both the Parade through the city and a fenced and ticketed Pride Festival in Preston Park, with both elements subject to the conditions as set out in 3.28 -3.33 of this report;

(3) That the Committee grant landlord's consent to Brighton Pride Community Interest Company for the extension of the Pride Festival in Preston Park; extending opening times from 1200hrs–2000hrs to 1000hrs -2200 hrs, subject to the conditions as set out in 3.28-3.33 of this report;

(4) That the Committee grant landlord's consent to Brighton Pride Community Interest Company for the extension of the Pride Festival in Preston Park programme to include arts and community based events on the Friday before Pride and the Sunday after Pride, subject to the conditions as set out in 3.28-3.33 of this report;

(5) That the Committee authorises officers to enter into formal agreements with the respective event organisers to determine fees, charges and conditions as appropriate;

(6) That the Committee requests officers to explore with Pride organisers and other stakeholders plans and arrangements to seek to ensure that spin off Pride related events are coordinated and negative impacts minimised;

(7) That the Committee agrees that landlord's consent may be withdrawn should any organiser fail to comply with the conditions and recommendations as set out in this report;

(8) That the Committee agrees that, following past practice, a guarantee against damage to the park will be sought and evidence of adequate insurance cover will be required; and

(9) That the Committee delegates authority to the Assistant Chief Executive to agree any necessary permissions associated with any other events planned for the Pride weekends in 2014, 2015 and 2016.

42. MAJOR PROJECTS UPDATE

- 42.1 The Head of City Regeneration drew the Committees attention to that part of the schedule which included updates in respect of New England House, the Open Market, the proposed permanent traveller site and the Preston Barracks site.
- 42.2 Councillor Morgan referred to the information contained in the schedule in relation to the 1360 he thought that the financial information was erroneous in that it did not reflect the decision made at the meeting of the Policy and Resources Committee in July 2013.
- 42.3 The Head of City Infrastructure confirmed that the commercial loan from the Council remained at £14.8m, as reported to Policy and Resources in July 2013. It was confirmed that the Council were not providing any equity funding to i360 and the position remains exactly as it was last reported to committee in September and to the Policy and Resources committee in July 2012. Also there wouldn't be any change without a committee report going through the democratic process to P and R. Amended and updated information would be provided for the next scheduled meeting of the Committee. Everything possible would be done to ensure that this error was not repeated in future reports.
- 42.4 **RESOLVED** – That the contents of the schedule be noted and received.

43. ITEMS REFERRED FOR COUNCIL

43.1 There were none.

The meeting concluded at 6.25pm

Signed

Chair

Dated this

day of