

POLICY & RESOURCES COMMITTEE ADDENDUM THREE

4.00PM, THURSDAY, 3 DECEMBER 2020

VIRTUAL

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LABOUR GROUP AMENDMENT

COVID-19 RECOVERY & RENEWAL PROGRAMME UPDATE

To add a further two recommendations 2.2 and 2.3 as shown below in ***bold italics***.

Recommendations

- 2.1 That the committee notes this progress update report
- 2.2 That the committee also calls for a further report that gives due consideration to paid positions at key food hubs around the city, that are currently reliant on volunteers alone; and***
- 2.3 That the committee further calls for more detailed reports on the recovery areas covered by the working groups, to the next meeting of the P&R Recovery (Sub) Committee due to take place on 6th January.***

Proposed by: Cllr Platts

Seconded by: Cllr Williams

Recommendations if carried to read:

Recommendations

- 2.1 That the committee notes this progress update report;
- 2.2 That the committee also calls for a further report that gives due consideration to paid positions at key food hubs around the city, that are currently reliant on volunteers alone; and
- 2.3 That the committee further calls for more detailed reports on the recovery areas covered by the working groups, to the next meeting of the P&R Recovery (Sub) Committee due to take place on 6th January.

Subject:	Vaccination Centre - Brighton Centre		
Date of Meeting:	Thursday 3rd December 2020		
Report of:	Executive Director, Economy, Environment & Culture		
Contact Officer:	Name:	Howard Barden	Tel: 01273 292646
	Email:	howard.barden@brighton-hove.gov.uk	
Ward(s) affected:	All Wards		

FOR GENERAL RELEASE

By reason of the special circumstances, and in accordance with section 100B(4)(b) of the 1972 Act, the Chair of the meeting has been consulted and is of the opinion that this item should be considered at the meeting as a matter of urgency because it has been subject to an urgent decision by the Executive Director Economy, Environment and Culture.

Note: The special circumstances for non-compliance with Council Procedure Rule 3, Access to Information Procedure Rule 5 and Section 100B(4) of the Local Government Act 1972 (as amended), (items not considered unless the agenda is open to inspection at least five days in advance of the meeting) was that the formal request from the NHS was received on Tuesday 24th November and this report was prepared immediately afterwards, but late for this committee.

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To inform the Committee of the use of urgency powers in accordance with the Council's Standing Orders.
- 1.2 The Executive Director Economy, Environment and Culture used urgency powers to grant a licence to the Sussex Community NHS Foundation Trust (the Trust) to occupy the Brighton Centre from 1st December to establish a mass vaccination centre for Sussex.
- 1.3 Discussions took place with the Trust over November. These discussions were set within the context of the developing and dynamic situation in terms of Government direction and the availability of a vaccination which has Medicines and Healthcare Products Regulatory Agency (MHRA) approval for deployment across the country.
- 1.4 The Brighton Centre is considered ideal by the Trust for city vaccination plans. The unique qualities of the venue include its location and size which would enable the majority of the city's population to be vaccinated.
- 1.5 The Trust see the Brighton Centre as the vaccination location for Brighton and Hove and more widely, although it is anticipated there will be a number of smaller sites elsewhere to ensure that the population of Sussex will be fully covered.

- 1.6 The Trust have sought to secure an occupation agreement for the Brighton Centre from 1st December 2020 until the 31st March 2021. The peak of the programme could be vaccinating 3,000 citizens per day.
- 1.7 The Trust would also welcome the possibility to discuss the occupation of the Brighton Centre beyond the end of March if it were to be available, to meet any ongoing needs within the vaccination programme.
- 1.8 A negotiated sum has been agreed between Brighton & Hove City Council and The Trust for the use of the Brighton Centre for the duration of their licence from the 1st December 2020 to 31st March 2021.

2. RECOMMENDATIONS:

- 2.1 That Policy & Resources Committee notes the Urgency Decision made by the Executive Director Economy, Environment and Culture to grant a licence for occupation of the Brighton Centre as a COVID19 Mass vaccination centre.
- 2.2 That Policy & Resources grants delegated authority to the Executive Director Economy, Environment & Culture to extend the licence arrangements if required.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 For the reasons set out in the officer decision making record (attached in Appendix 1) it was not possible to have a meeting of the Policy and Resources Committee ahead of the decision made on Thursday 26th November to use the Brighton Centre as a Mass Vaccination Centre. The Trust were seeking access to the site from 1st December 2020 and the next meeting of the Policy & Resources Committee is not until 3rd December, so officer urgency powers were used. In the short timescale it was not reasonably practical to call a special or urgency sub-committee.

The Brighton Centre is an internationally known venue of considerable scale; it hosts conferences, events, exhibitions, meetings, festivals and concerts with a capacity of up to 5,500. The Brighton Centre opened in 1977 and is a landmark on the seafront. The Brighton Centre sells in the region of 250,000 tickets per annum for its entertainment programme and holds on average 20 major conventions per year.

- 3.2 COVID-19 continues to be a global pandemic affecting all parts of the world. After a reduction in cases over the summer, the UK and most of Europe is now experiencing a second wave of the virus. The first wave was brought under control in most European countries by June 2020, but in August, infections began to rise again. At first, many neighbouring countries appeared to keep infection rates low. However, through September and October, the infection began to spread in most European countries. There are now 12 countries in Europe with a weekly case rate over 400 people per 100,000 of the population.
- 3.3 The UK Government's overriding goal is to protect the lives and livelihoods of citizens across Scotland, Wales, Northern Ireland and England. Vaccines are at the centre of the Government's plan. The global reach of the UK has put it in a

strong position in the procurement of vaccines – with over 350 million doses secured by the UK Government for the benefit of all four nations.

3.4 Next month, the Government will be ready for a UK-wide vaccination programme to begin, provided regulators approve the vaccines. Scientific advances in vaccination and treatments should reduce the need for economic and social restrictions in 2021.

3.5 There have been positive recent announcements on vaccine development:

a. On 9 November, Pfizer/BioNTech announced interim conclusions of the phase II study of their COVID-19 vaccine candidate, reporting an efficacy of 90%.

b. On 17 November, Moderna announced the conclusion of the phase III study of their COVID-19 vaccine candidate, with a 94.5% vaccine efficacy.

c. On 18 November, Pfizer/BioNTech announced the conclusion of the phase III study of their COVID-19 vaccine candidate, with an efficacy of 95% after two doses. They have formally applied for a license in the United States.

d. On 19 November, Oxford/AstraZeneca announced interim results from the ongoing Phase II/III trial in which strong immune responses were demonstrated across all age groups and boosted after a second dose.

3.7 On the 20th November, the Secretary of State for Health and Social Care announced that the Government had formally asked the MHRA to assess the Pfizer vaccine for its suitability for authorisation.

3.8 The NHS is in the process of establishing mass vaccination centres across the country that can manage the logistical challenge of needing to store the Pfizer vaccine at minus 70 degrees Celsius. In addition, it is establishing vaccination hubs in hospitals for NHS staff. There will also be a community rollout, which will encompass those who find it difficult to travel.

3.9 The urgent work that the NHS is doing will ensure that it will be ready to deploy the vaccine as soon as it is ready and licensed by the MHRA for use in England, Scotland, Wales and Northern Ireland. This work includes having service locations and staff secured, delivery models operational and an active supply chain in place so that when a vaccine does become available, it is set to mobilise.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

4.1 It has been deemed by the Trust that due to the central location of the Brighton Centre with its existing high-quality infrastructure, it was the preferred location to deliver up to 3,000 vaccinations per day from 1st December 2020 through to 31st March 2021.

4.2 The Trust have completed their own modelling which led them to request occupation of the Brighton Centre. They reviewed a number of potential locations in the area against their specific criteria. Given the scale of their plans, the requirement for a large, highly serviced hall, good ancillary accommodation and ready public access were major factors. These requirements are not easily met in large population centres, however, the Brighton Centre met with their brief.

5. COMMUNITY ENGAGEMENT & CONSULTATION

5.1 None

6. CONCLUSION

6.1 The city council will support the national vaccination effort. It is recognised that this massive public health programme is of critical importance to the health and well-being of Brighton and Hove residents as well as the recovery of the economy. The vaccination centre will be the largest in Sussex, used by 3,000 people per day, seven days per week. Councillors and officers wish to support this decision and enable the Brighton Centre to accommodate this important work, but given the unusual nature of the request, and its duration, a decision to use urgency powers has been made.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

7.1 The estimated value of the licence up to 31st March 2021 is £740,000 with the potential for extending the arrangement into April/May 2021. All bookings for the venue were either cancelled or deferred for this period and therefore the licence does not impact on planned revenue streams. The income will help mitigate the ongoing operational costs of maintaining the building over the period and will reduce council reliance on Sales Fees and Charges grant (government is providing grant to cover 75% of income losses over a threshold). Certain staff at the venue who are not required to support the operation over the period of the licence will continue to be furloughed subject to business need.

The estimated net impact of agreeing this licence is an improvement in the Brighton Centres' current financial position in 2020/21 of around £180,000.

Finance Officer Consulted: James Hengeveld *Date: 26/11/20*

Legal Implications:

7.1 The legal implications are set out in Appendix 1.

Lawyer Consulted: Alice Rowland *Date: 26/11/20*

Equalities Implications:

7.2 none

Sustainability Implications:

7.3 The Trust will encourage people to access the Brighton Centre via sustainable transport. The city council will also use multiple communication channels to encourage residents to use sustainable transport to reach the vaccination centre. Traffic Management officers have considered the implications of an increased number of cars on the seafront. Parking is available behind the Brighton Centre at the Churchill Square and NCP car parks.

Brexit Implications:

7.4 None

Crime & Disorder Implications:

7.5 None

Risk and Opportunity Management Implications:

7.6 Nothing specific to this report.

Public Health Implications:

7.7 The content of the paper sets out the urgent and important public health rationale for supporting the establishment of the mass vaccination centre.

Corporate / Citywide Implications:

7.8 The city has been deeply affected by the pandemic since the first lockdown commenced in March 2020. The affect on health, wellbeing, the economy and on individual livelihoods has been immense. It may take years for the city to recover, for example in lost jobs and businesses. The best route to recovery is through a mass vaccination programme and so the use of the Brighton Centre for this purpose will lead to the city being able to move beyond the pandemic over the course of 2021.

SUPPORTING DOCUMENTATION

Appendices:

1. Record of Urgent Officer Decision Thursday 26th November 2020

Background Documents

1. None

This record relates to urgent decisions taken by Chief Officers under the Scheme of Delegation to Officers Paragraph 7(2).

**RECORD OF URGENT DECISION
TAKEN BY EXECUTIVE DIRECTOR ECONOMY, ENVIRONMENT
AND CULTURE**

SUBJECT: Vaccination Programme, Brighton Centre

CONTACT OFFICER: Donna Chisholm, AD Culture, Tourism and Sport

REASONS FOR URGENCY AND WHY NOT PRACTICABLE TO HOLD A SPECIAL MEETING OR URGENCY SUB-COMMITTEE:

On Tuesday 24th November BHCC received a written request from the NHS for use of the main auditorium at the Brighton Centre for use as the main Vaccination Centre for the city from 1st December 2020 for a period of five months. Negotiations on the terms of the licence arrangements are due to be concluded on Thursday 26th November. This is not within the normal operation of the Brighton Centre, as a conference and live entertainment venue, so an urgent decision is required from the Executive Director Economy, Environment and Culture to enable a lease/ licence to be granted. Given the timescale, and the operational requirements involved in preparing for the mass vaccination programme it has not been possible to achieve committee approval in advance of the proposed start date of the venue hire.

DETAILS AND OUTCOME OF CONSULTATION WITH THE CHAIR/DEPUTY CHAIR OF RELEVANT COMMITTEE:

Consultation with Council Leader Phelim Mac Cafferty, Chair of the Policy & Resources Committee. The outcome of the consultation was agreement with the proposal to allow the NHS to occupy the Brighton Centre for the Mass Vaccination Programme.

DATE OF CONSULTATION WITH CHAIR/DEPUTY CHAIR:

Thursday 26th November 2020

THE DECISION:

To grant a permission to the NHS to allow them to use the Brighton Centre from 1 December for up to five months for a mass vaccination programme.

REASONS FOR DECISION:

The city council must support the national vaccination effort. It is recognised that this massive public health programme is of critical importance to the health and well-being of Brighton and Hove residents as well as the recovery of the economy. The vaccination centre will be the largest in Sussex, used by 3000 people per day, seven days per week. Councillors and officers wish to support this decision and enable the Brighton Centre to accommodate this important work, but given the unusual nature of the request, and its duration, a decision to use urgency powers has been made.

There has not been time to arrange a special P&R Committee or an urgency sub-committee as the decision needs to be made today (Friday 27th) in order to put in place the legal agreement before the 1st December.

DETAILS OF ANY ALTERNATIVE OPTIONS CONSIDERED:

The NHS had been considering a number of locations, venues and models as part of their work in preparing the vaccination programme for Sussex. They have been working under the direction of central government, and whilst the confirmation of their wish to use the Brighton Centre is quite late (from 1st December) they are working under a great deal of pressure in a very short timescale. Within this context, the timing of their request is not unreasonable. Given the size of the vaccination programme – with 3000 people each day passing through the building – there are very few buildings suitable for this type of programme.

LEGAL IMPLICATIONS:

The reasons why a special committee or an urgency sub-committee cannot be arranged are set out in the body of the report. Urgency powers can be used in cases of urgency following consultation with the Chair of the relevant committee where it is not reasonably practicable to obtain prior approval of a committee or sub-committee. The action taken shall be reported to the relevant committee. In this case the action taken will be reported to the Policy & Resources Committee on 3 December.

Legal services will advise on the appropriate legal agreement to put in place (this will be a lease or a licence depending on whether the NHS will require exclusive occupation). A lease for consideration in excess of £25,000 requires a committee decision. Whilst a licence is arguably covered by the scheme of delegations to officers this is a significant change of use for the Brighton Centre and it is therefore appropriate to treat it as an urgency decision and report it to committee.

Name Alice Rowland

Date 26/11/20

FINANCIAL IMPLICATIONS:

The estimated value of the licence up to 31st March 2021 is £740,000 with the potential for extending the arrangement into April/May 2021. All bookings for the venue were either cancelled or deferred for this period and therefore the licence does not impact on planned revenue streams. The income will help mitigate the ongoing operational costs of maintaining the building over the period and will reduce the council's reliance on Sales Fees

and Charges grant (government is providing grant to cover 75% of income losses over a threshold). Certain staff at the venue who are not required to support the operation over the period of the licence will continue to be furloughed subject to business need.

The estimated net impact of agreeing this licence is an improvement in the Brighton Centres' financial position in 2020/21 of around £180,000.

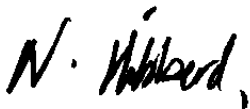
Name James Hengeveld

Date 26/11/20

DATE OF NEXT COMMITTEE MEETING TO WHICH THE DECISION WILL BE REPORTED:

Policy & Resources Committee 3rd December 2020

Signed:



Date: 27 November 2020

Nick Hibberd

Executive Director Economy, Environment and Culture

Logged by Democratic Services Officer for Annual Report:

Name:

Date:

LABOUR GROUP AMENDMENT

COVID Winter Grant

To amend recommendations 2.1 and 2.2 and add a further recommendation 2.5 with the insertion and deletion of text as shown below in ***bold italics***.

- 2.1 That the Committee agrees to allocate approximately ~~£0.320m~~ ***£0.533m*** of grant funding to ensure the provision of a ~~£15~~ ***£25*** supermarket food voucher per week over the winter 2020 and February 2021 half term holiday periods for families whose children are entitled to free school meals or similar circumstances.
- 2.2 That the Committee agrees to allocate approximately ~~£0.060m~~ ***£0.100m*** of grant funding to ensure the provision of a ~~£15~~ ***£25*** supermarket food voucher per week over the winter 2020 and February 2021 half term holiday periods for families whose children qualify for free childcare places for two year olds, Early Years Pupil Premium and using the children centres' food bank.
- 2.3 That the Committee note the proposal to explore how families who do not meet the above eligibility criteria but need support can be supported via existing mechanisms and the use of targeted services in the city such as Amaze, Allsorts and Voices in Exile.
- 2.4 That the Committee note the proposal to explore how the grant can support specific initiatives over the 2020 festive period such as gifts.
- 2.5 That the Committee receives an update on progress in rolling out the grant on 21 January with specific emphasis on how families who do not meet the above eligibility criteria are being supported.***

Proposed by: Cllr Allcock

Seconded by: Cllr Williams

Recommendations if carried to read:

- 2.1 That the Committee agrees to allocate approximately £0.533m of grant funding to ensure the provision of a £25 supermarket food voucher per week over the winter 2020 and February 2021 half term holiday periods for families whose children are entitled to free school meals or similar circumstances.
- 2.2 That the Committee agrees to allocate approximately £0.100m of grant funding to ensure the provision of a £25 supermarket food voucher per week over the winter 2020 and February 2021 half term holiday periods for families whose children qualify for free childcare places for two year olds, Early Years Pupil Premium and using the children centres' food bank.
- 2.3 That the Committee note the proposal to explore how families who do not meet the above eligibility criteria but need support can be supported via existing

mechanisms and the use of targeted services in the city such as Amaze, Allsorts and Voices in Exile.

2.4 That the Committee note the proposal to explore how the grant can support specific initiatives over the 2020 festive period such as gifts.

2.5 That the Committee receives an update on progress in rolling out the grant on 21 January with specific emphasis on how families who do not meet the above eligibility criteria are being supported.

CONSERVATIVE GROUP AMENDMENT

COVID Winter Grant

To amend recommendations 2.1 and 2.2 the insertion and deletion of text as shown below in ***bold italics***.

Recommendations

- 2.1 That the Committee agrees to allocate approximately ~~£0.320m~~ ***£0.427m*** of grant funding to ensure the provision of a ~~£15~~ ***£20*** supermarket food voucher per week over the winter 2020 and February 2021 half term holiday periods for families whose children are entitled to free school meals or similar circumstances.
- 2.2 That the Committee agrees to allocate approximately ~~£0.060m~~ ***£0.080m*** of grant funding to ensure the provision of a ~~£15~~ ***£20*** supermarket food voucher per week over the winter 2020 and February 2021 half term holiday periods for families whose children qualify for free childcare places for two year olds, Early Years Pupil Premium and using the children centres' food bank.
- 2.3 That the Committee note the proposal to explore how families who do not meet the above eligibility criteria but need support can be supported via existing mechanisms and the use of targeted services in the city such as Amaze, Allsorts and Voices in Exile.
- 2.4 That the Committee note the proposal to explore how the grant can support specific initiatives over the 2020 festive period such as gifts.

Proposed by: Cllr Miller

Seconded by: Cllr Bell

Recommendations if carried to read:

- 2.1 That the Committee agrees to allocate approximately £0.427m of grant funding to ensure the provision of a £20 supermarket food voucher per week over the winter 2020 and February 2021 half term holiday periods for families whose children are entitled to free school meals or similar circumstances.
- 2.2 That the Committee agrees to allocate approximately £0.080m of grant funding to ensure the provision of a £20 supermarket food voucher per week over the winter 2020 and February 2021 half term holiday periods for families whose children qualify for free childcare places for two year olds, Early Years Pupil Premium and using the children centres' food bank.
- 2.3 That the Committee note the proposal to explore how families who do not meet the above eligibility criteria but need support can be supported via existing mechanisms and the use of targeted services in the city such as Amaze, Allsorts and Voices in Exile.
- 2.4 That the Committee note the proposal to explore how the grant can support specific initiatives over the 2020 festive period such as gifts.

CONSERVATIVE GROUP AMENDMENT

DRAFT BUDGET AND RESOURCE UPDATE 2021/22

To amend recommendation 2.7 with the insertion and deletion of text as shown below in ***bold italics***.

Recommendations:

That the Policy & Resources Committee:

- 2.1 Notes the updated forecasts and latest resource information set out in the report.
- 2.2 Notes the Draft Budget Strategies at Appendix 1 including the areas of focus for potential savings.
- 2.3 Notes the early draft budget savings proposals at Appendix 2.
- 2.4 Notes that the full set of draft budget proposals and Equality Impact Assessments will be brought the January Policy & Resources Committee together with an update on the provisional Local Government Financial Settlement.
- 2.5 Notes the revised timetable including the impact on proposed consultation timelines set out in Section 7.
- 2.6 Notes that subsequent decisions, updated financial data and information from central government regarding the Local Government Financial Settlement (LGFS) are likely to impact further on the development of budget proposals for 2021/22.
- 2.7 Agrees to the un-pausing ***un-pause*** and ~~continued pausing of the~~ ***all*** capital schemes as set out in paragraph 5.18 ***table 8***.

Proposed by: Cllr Miller

Seconded by: Cllr Bell

Recommendations if carried to read:

- 2.1 Notes the updated forecasts and latest resource information set out in the report.
- 2.2 Notes the Draft Budget Strategies at Appendix 1 including the areas of focus for potential savings.
- 2.3 Notes the early draft budget savings proposals at Appendix 2.
- 2.4 Notes that the full set of draft budget proposals and Equality Impact Assessments will be brought the January Policy & Resources Committee together with an update on the provisional Local Government Financial Settlement.
- 2.5 Notes the revised timetable including the impact on proposed consultation timelines set out in Section 7.

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|--|
| <p>2.6 Notes that subsequent decisions, updated financial data and information from central government regarding the Local Government Financial Settlement (LGFS) are likely to impact further on the development of budget proposals for 2021/22.</p> <p>2.7 Agrees to un-pause all capital schemes as set out in paragraph 5.18 table 8.</p> |
|--|

Note: Acting Chief Finance Officer's comments:

The amendment would result in all previously paused capital schemes being un-paused. Importantly, this would include the Madeira Terraces capital scheme which was predicated on borrowing £40 million to invest in commercial properties to generate a commercial yield that would not only service the debt but produce sufficient yield to finance further borrowing to support the renovation of the terraces.

The recent Spending Review was accompanied with an announcement concerning the outcome of the consultation on the Prudential Framework applicable to local authorities. This announcement has confirmed that access to PWLB loans would be removed in its entirety for any council that included new borrowing for commercial gain within its plans.

Each local authority's Section 151 Chief Finance Officer will be required to certify that the local authority has no such plans in order to access PWLB borrowing, which the consultation outcome has also confirmed will be reduced by 1% to its former beneficial rate.

The Madeira Terraces scheme is designed to achieve commercial yield. Not only will access to PWLB therefore be unavailable for the Madeira Terraces but maintaining this scheme in its current structure within the capital programme will forfeit all PWLB borrowing for the entire capital programme. This would be likely to substantially increase the cost of borrowing from other sources, even it can be found to be accessible.

CONSERVATIVE GROUP AMENDMENT

**WATERFRONT PROJECT CONDITIONAL LAND ACQUISITION AGREEMENT:
STANDSTILL AGREEMENT EXTENSION**

To amend recommendation 2.1 with the addition of the text as shown below in ***bold italics***.

Recommendations:

- 2.1 That the Committee authorises the Executive Director for Economy, Environment and Culture to extend the current Standstill Agreement for the period of one year from 16 December 2020 to 15 December 2021 ***and indicates that no further extension will be agreed; and***
- 2.2 That the Committee notes that steps will be taken to develop a project brief which sets out the key principles necessary to enable the preparation of a revised masterplan for the Central site, as set out at 3.4, and note that a report and recommendations will be presented to this Committee for approval in Spring 2021.

Proposed by: Cllr Miller

Seconded by: Cllr Bell

Recommendations if carried to read:

- 2.1 That the Committee authorises the Executive Director for Economy, Environment and Culture to extend the current Standstill Agreement for the period of one year from 16 December 2020 to 15 December 2021 and indicates that no further extension will be agreed; and
- 2.2 That the Committee notes that steps will be taken to develop a project brief which sets out the key principles necessary to enable the preparation of a revised masterplan for the Central site, as set out at 3.4, and note that a report and recommendations will be presented to this Committee for approval in Spring 2021.

Subject:	Brilliant Brighton Business Improvement District (BID) New Ballot		
Date of Meeting:	3 December 2020		
Report of:	Executive Director Economy Environment and Culture		
Contact Officer:	Name:	Cheryl Finella	Tel: 01273 291095
	Email:	cheryl.finella@brighton-hove.gov.uk	
Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 This report seeks Council support for the renewal of the City Centre Business Improvement District (known as Brilliant Brighton BID Ltd) in 2021.

2. RECOMMENDATIONS:

- 2.1 That the Committee supports the renewal of the City Centre Business Improvement District (BID) for the period 1 July 2021 to 31 June 2026.
- 2.2 That the Committee grant delegated authority to the Executive Director for Economy, Environment and Culture to oversee the BID process and the approval of the Renewal Operating Agreement.
- 2.3 That the Council agrees to post a Notice of Ballot by ~~19 February~~ 14th March 2021 pursuant to the Business Improvement District (England) regulations 2004.
- 2.4 That the Committee note the work being done to assess the feasibility and support for a Seafront Business Improvement District among seafront businesses.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 BID legislation requires that the current Business Improvement District (BID) comes to an end on 31 June 2021. Brighton City Centre BID Ltd, (trading name for the city centre BID) known to traders and public as Brilliant Brighton, would like to renew the current project for a further five years and consult with businesses on and extension of the current geography.
- 3.2 A BID (Business Improvement District) is a defined geographical area which involves all businesses located within it. The 2004 Legislation (The Business Improvement Districts (England) Regulations) state that businesses can join together to fund improvements to their trading environment. Currently there are over 300 BIDs comprising 133,424 businesses, investing £132,493,286 into

their local economies.

- 3.3 The 2021 BID Ballot will be the fourth iteration of the City Centre BID. The first ballot was held in 2006 with just 300 businesses. The second ballot in 2011 increased the geography of the BID area and it was extended further in the 2016 ballot, encompassing 517 city centre businesses.
- 3.4 The current City Centre BID will last until June 2021; it encompasses 517 city centre retail and hospitality businesses. The BID covers Western Road to the junction with Montpellier Road, Preston Street, North Street, and parts of both The Lanes and The North Laine. Between 2016 and 2021, nearly £1.8m will have been invested in Brighton city centre by its traders. The Brighton BID was formed to create a thriving, safe, clean and vibrant city centre that residents and visitors want to come back to time and again.
- 3.5 The BID also works with businesses to support trading in other ways by reducing overheads, providing business support and by working in partnership with agencies such as the Police, the City Council, the Business Crime Reduction Partnership and transport operators in the BID area.
- 3.6 Brighton BID currently contributes c£340,000 per annum (c£1.8m over the five-year term of the project including voluntary contributions) to supporting city centre businesses by providing three main projects. These are: -
 - a) Dressing the city in the summer months (hanging baskets, banners and bunting).
 - b) Providing the city's Christmas lighting displays
 - c) Providing on street security/City Centre Ambassadors seven days a week
- 3.7 The 2016 BID ballot was positive with 74% of businesses voting in favour of renewal. The BID is overseen by a Board elected from within the membership and is supported by a part-time Chief Executive Officer employed to manage the projects, oversee the work and report on BID finances. The Bid also employs a Social Media and Administrative Officer.
- 3.8 Since approval, over £50,000 of stolen goods have been returned to city centre businesses per annum, due to the work of the four BID Ambassadors who work with the Police and other local partners to reduce crime and gather intelligence on criminals working in the area. The Ambassadors also work with local agencies to refer rough sleepers and those in tented communities to appropriate support.
- 3.9 Alongside the seasonal promotions and security, traders also benefit from:

PR/ Marketing –The Brilliant Brighton website and social media presence has attracted over 10,500 Twitter followers, (approx.1,600 per day); 906 Facebook likes, (increasing by 20 new followers per day); and, rising numbers of Instagram followers, currently 2,281.

Negotiated discounts for business, e.g. business audits providing savings on utilities, NCP car parking, local advertising through traditional media, free help and support to get BID members online and promoting themselves.

The 2021 BID Ballot

3.10 At the July 2020 BID Board Meeting, the Directors agreed to initiate the process of BID renewal in the city centre and to explore the viability of increasing the BID area. It was agreed that for 2020 businesses in the existing area would be consulted along with businesses in the areas below:

- Queen's Road
- Sidney Street
- Duke Street
- Ship Street
- Prince Albert Street
- Bartholomews

3.11 In addition to the retail and leisure sectors in these (and the current BID area) the BID will also consult with the office sector.

3.12 A full consultation exercise has now begun. Between Sept and Dec 2020 many of the businesses in the defined area will have been spoken to and given a consultation document. By December 2020 there should be enough evidence for the BID Board to decide whether to go ahead. If a go-ahead decision is made, a ballot will be held in ~~March-April~~ 2021, with the outcome declared on ~~9-April~~ May 2021 with the new BID starting in deliver its business plan on 1 July 2021.

3.13 The creation of the BID business plan is based on the results of the consultation. Businesses will be able to choose, by majority vote, the actions and activities that the BID will deliver. Consultation is the sole source of information that will inform the Business Plan and will be the document that businesses in the designated area will vote on in a new ballot in 2021.

3.14 BID guidance states that the costs for a BID ballot should be covered by the BID. However, the BID approached the local authority to support the BID ballot and the scoping work needed to extend the BID geography. The costs relating to the ballot are shared between Brilliant Brighton BID and the City Council in the form of a £20,000 contribution from the 2020/21 Economic Development Budget. The subsequent set up for the BID going forward from June 2021 (when the renewed BID is proposed to come in to being) are met by the BID; there are no further costs to the council.

Local Authority Role

3.15 The Local Authority is required to ensure the ballot is operated, either in-house or outsourced, in line with the BID Regulations. Irrespective of whether the ballot is run in-house or outsourced, the local authority Ballot Holder remains legally responsible for the ballot process as set out within the Regulations.

3.16 The Local Authority is required to manage the collection and enforcement of BID levy charges. BID Bodies and their local authority establish a levy collection agreement covering the BID term, referred to as an Operating Agreement. The purpose of this agreement is to define the principles and processes for collecting the levy; enforcing the payment of the levy; reporting on collection and bad debt; monitoring provisions between then BID and the local authority; and providing

regular detailed and summary information on the service to the BID as the client.

- 3.17 It is a requirement under Schedule 1, paragraph 1(1) (b) to the BID Regulations that the BID proposals include a statement of the existing baseline services provided by the local authority or any other public authority in the proposed BID area (if any). For Example, if street cleansing was included in the BID business plan the Local Authority would have to set out the current service provision as the baseline. Services funded by the BID would be set out and agreed as additional to the baseline offer. The statement of baseline services is only required where there is a correlation with the services proposed by the BID. This statement will form part of the BID proposals which demonstrate to businesses voting for the BID that the proposed BID services are, as at the time of the BID Proposal, additional to the baseline services provided by the public authorities (if any).
- 3.18 Brilliant Brighton BID has now started the process of consultation and will be working with council departments in the development of the Operating Agreement and the BID Ballot process.

Seafront BID

- 3.19 In January 2020, the BID carried out a feasibility study for a Brighton Seafront BID. The initial assessment for this proved positive enough with the businesses to move forward with a more thorough consultation with the business community in the area. By mid-November 2020 the consultation should reveal whether there is enough support within the business community in that area to go to ballot.
- 3.20 If there is an appetite amongst the business community for a seafront BID it would be established as a separate entity to Brilliant Brighton although there may be opportunities for collaboration with the City Centre BID in some areas. Similar to the City Centre, the Seafront BID would focus on enhancing the experience of residents and visitors who use the seafront for leisure and tourism reasons . Initial estimates suggest that a Seafront BID could bring in an additional £200,000 for place-making projects.
- 3.21 The geography of this potential BID would encompass the Brighton Centre therefore the City Council would become a major levy payer and a key consultee during this process.
- 3.22 Depending on the outcome of the initial consultation, a working group will be convened, and a further report will be brought to this committee seeking agreement to proceed with a ballot. The working group will be made up of key consultees and partners who will draft the Business Plan which will go out to the businesses in the Seafront BID area. If the final ballot is successful, this same group will be asked to form the initial BID Board and will have responsibility for hiring any staff associated with a new Seafront BID.
- 3.23 The Seafront BID timeline mirrors the City Centre BID timeline so that savings can be made by joining-up management responsibility for the two BIDs.
- 3.24 Current feedback from Seafront businesses would suggest that, although businesses are largely positive about the benefits of a BID, there is no current appetite within the business community to proceed at the current time. A full

report will be provided at the end of the consultation period in January 2021.

4 ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

4.1 Under the BID legislation, the Local Authority reserves the right to veto the BID proposals. Under the following circumstance:

a) The Authority's conclusion that the consultation carried out to produce the Proposal and Business Plan has been inadequate. (A breakdown of the consultation will be provided in the associated BID Proposal documentation).

b) The BID is a significantly disproportionate financial burden on any person or class of persons (as compared to the other non-domestic ratepayers in the geographical area of the BID)

c) The BID proposal conflicts with any existing local authority published or formally adopted policy nor propose a disproportionate burden on particular businesses by way of an unfair levy charge on a certain 'class' of levy payers, for example by an inappropriate manipulation of the BID boundary, (an inappropriate manipulation would involve examples such as capturing a high rateable value property, which in geographical terms appears outside the scope of the BID).

4.2 The BID Proposal, Operating Agreement and Business Plan will be reviewed by officers in Economic Development and in Legal and to ensure that they pass the above tests.

4.3 In line with the legislation the BID is required to publish its Business Plan within a fixed period, as set out below. The Council is therefore requested to approve the BID renewal proposal so that the required actions can be taken to implement the ballot.

Timeline to ballot:

The final day of ballot has been scheduled for: **0806.0405.2021**

The deadline for the BID proposal and Letter of Request to the Local Authority: **23.0203.2021**

The deadline for the City Council to issue the Notice of Ballot and for the BID company to publish the business plan: **24.0204.2021**

4.4 If the Council chooses not to support the BID renewal the following opportunities will be lost: The opportunity to leverage in private sector investment to Brighton City Centre of c.£1.8m over 5 years; the loss of the city's annual display of Christmas Lights; an end to the city centre security/ambassador service which supports both Sussex Police and the Business Crime Reduction Partnership (in addition to the 517 members of Brilliant Brighton); no floral / banner or bunting displays during the summer months in the city centre; no dedicated PR and marketing for the city's 517 BID members via Brilliant Brighton's online channels and social media; and, the loss of a shopping basket of business support

measures aimed at making the BID levy costs as neutral as possible and supporting businesses bottom lines.

- 4.5 Brighton City Centre has been assessed by Centre for Cities, (*an independent, non-partisan urban policy research unit*) as, Strong. Their High Street Recovery Tracker shows that the city centre made a strong recovery in, some from the previous lockdown.

	Before Lockdown		Last week of Sept 2020		Change %
Where are visitors coming from	Outside of the City	61%	Outside of the City	68%	+7%
	City Suburbs	32%	City Suburbs	27%	-5%
	City Centre	7%	City Centre	5%	-2%
Where are workers coming from	Outside of the City	50%	Outside of the City	27%	-23%
	City Suburbs	27%	City Suburbs	41%	+14%
	City Centre	23%	City Centre	32%	+9%
Visitor Spend	Outside of the City	32%	Outside of the City	33%	+1%
	City Suburbs	61%	City Suburbs	60%	-1%
	City Centre	7%	City Centre	7%	No change
Weekend Visitors	Outside of the City	64%	Outside of the City	72%	+8%
	City Suburbs	29%	City Suburbs	24%	-5%
	City Centre	7%	City Centre	4%	-3%

Source: Centre for Cities, High Street Recovery Tracker. The Footfall data is all sourced from Locamiser (2020). The spend data comes from Beauclair Ltd (2020). Other sources: Local Data Company, 2018. Census 2011. The baseline for each footfall index is an average of users relevant day between 15 February 2020 and 6 March 2020, which is then to 100. Daytime is between 7am and 7pm, night-time is between 7pm and 7am. Some data is unavailable.

- 4.6 The diverse retail hospitality and leisure offer that the city centre provides remains a strong draw to visitors and local people. There is however, evidence of strain within the retail sector; city centre BID will therefore seek to include experiential programmes within the new business plan, (subject to agreement from BID businesses), providing new reasons to visit the city centre.

5 COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 The Brighton BID Company Ltd has started consultation in September 2020 and will complete it by December 2020. The exercise was designed to ascertain business perceptions and priorities for improvements to the retail districts in central Brighton and to determine the activities and actions that will form the new BID business plan.
- 5.2 The legislation enshrining BIDs dictates that all consultation must be transparent and robust. That means that each person who is liable to vote (the person who pays the National Non-Domestic Rates bill) must be personally engaged with where it is reasonably practicable. All interactions must then be held on a database for future reference in case of a complaint or legal challenge. With over

860 businesses (more if the BID is extended) to potentially be consulted with, the BID is using a team of people to support the process in the run up to the ballot in 2021.

- 5.3 The consultation process comprises a combination of leaflet distribution, one-to-one meetings held with businesses in the designated area via ‘street teams’ tasked with visiting all business premises in the area, along with phone calls to Head Offices.
- 5.4 As with the last three BID renewals. Brilliant Brighton BID will be supported in the renewal process by British BIDs, the highly respected and long-established organisation focused entirely on supporting the British BID network.

6. CONCLUSION

- 6.1 Brilliant Brighton BID has made a significant contribution to the health and vibrancy of the city centre. During the Spring lockdown the BID played a crucial role in offering advice and signposting to members to advice services. It also supported its members in re-opening safely and promoting the city centre as a safe place to be. A second BID for the seafront creates the possibility of private sector investment in enhancing this important part of the city for residents and visitors.
- 6.2 Council support for the BID along with delegated authority for the Director for Economy, Environment and Culture will help to streamline the process of renewal and ensure that a new BID can be in place by June 2021 if the ballot is successful.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 Brighton BID Ltd has budget reserves of £20,000 for the renewal process. This is being matched by Brighton & Hove City Council through the allocation of £20,000 from the 2020/21 Economic Development revenue budget, along with £5,000 from the 2020/21 Economic Development budget for the Seafront feasibility work.
- 7.2 Summary of associated costs to date:

Initial Consultation with potentially 1000 businesses	
Expenditure	£
Two x per year for mail outs	1,520
Plus, print and design for collateral	5,000
British BID Renewal Support	10,000
Civica Election Services (fees to be agreed)	TBC
Staffing Costs	23,040

4 f/t posts from October – March plus on costs	
Grand Total for renewal	39,560

- 7.3 Local Authorities are able to charge a reasonable fee for collecting the levy. The exact amount of the charge to Brilliant Brighton BID will be agreed for the full term of the five-year BID and set out annually within the BID Business Plan and the Operating Agreement.

Finance Officer Consulted: Rob Allen

Date: 11/11/20

Legal Implications:

- 7.4 Many of the legal implications are set out in the body of the report. The BID will need to adhere to the process set out in the Regulations and the local authority manages the ballot process.
- 7.5 The local authority is required to manage the collection and enforcement of BID levy charges. The Local Authority will establish a levy collection agreement, often referred to as the Operating Agreement. The purpose of this agreement is to define the principles and processes for collecting the levy; enforcing the payment of the levy; reporting on collection and bad debt; monitoring provisions between the BID and the local authority; and providing regular detailed and summary information on the service to the BID as the client. Legal services will advise on that Operating Agreement which will be monitored by the Economic Development Team.

Lawyer Consulted: Alice Rowland

Date: 13/11/20

Equalities Implications:

- 7.6 The consultation process will comprise a range of approaches e.g. distribution of literature, face to face meetings and telephone contact. The Street Teams responsible for the consultation will consider the needs of businesses and how they wish to engage. Through this approach the BID will be able to ensure that businesses are able to engage using the method that best suits their needs.

7.7 Sustainability Implications:

Brighton Business Improvement District delivers a range of projects designed to support the sustainability of Brighton City Centre and the businesses trading within it. An outline of the support they provide is given below:

Activity	Sustainability Implications
On-street security patrols	Making the city safer. enhancing reputation
Christmas lights & promotions/ Dressing the city for summer	Making the city more attractive. Enhancing reputation
Bulk purchasing procurement to reduce business overheads	Survival of independent retail sector Mainly local supply chains
PR and Marketing on Brilliantbrighton.com	Supporting independent retail sector to reach a wider audience

Managing agreement with Institute of Fundraising (Chuggers)	City centre feels more welcoming to visitors and shoppers
Provides collective voice for 517 city centre businesses	<p>Creating shared ownership of the management of the city centre with businesses</p> <p>Support delivery of the city councils newly adopted Corporate Plan – namely:</p> <ul style="list-style-type: none"> • Building Community Resilience • Empowering Communities • Tackle crime and antisocial behaviour • Support businesses to adopt carbon Reduction Initiatives • Developing the local visitor economy

7.8 Brexit Implications:

None

7.9 Any Other Significant Implications:

7.10 None

7.11 Crime & Disorder Implications

The BID Ambassadors work closely with Sussex Police and the city's Business Crime Reduction Partnership to reduce crime and gather intelligence on criminal working in the area. Annually, they have returned in excess of £50,000 worth of stolen goods and has been central in assisting Sussex Police with hundreds of arrests and many thousands of sightings of offenders.

Risk and Opportunity Management Implications:

7.6 None

Public Health Implications:

7.7 None

Corporate / Citywide Implications:

7.8 None

CONSERVATIVE GROUP AMENDMENT

PROVISION OF HOME IMPROVEMENT AGENCY SERVICES

To amend recommendation 2.2 as shown below in ***bold italics***.

Recommendations:

- 2.1 That the service is brought in-house be agreed; and
- 2.2 That ~~the Interim Executive Director for Housing, Neighbourhoods & communities be granted delegated authority to take all steps necessary to implement the recommendations in (1) above to bring the service in-house;~~ ***a further report be brought back to Housing and P&R Committees for final sign-off before the service is brought in-house.***

Proposed by: Cllr Bell

Seconded by: Cllr Miller

Recommendations if carried to read:

- 2.1 That the service is brought in-house be agreed; and
- 2.2 That a further report be brought back to Housing and P&R Committees for final sign-off before the service is brought in-house.

