



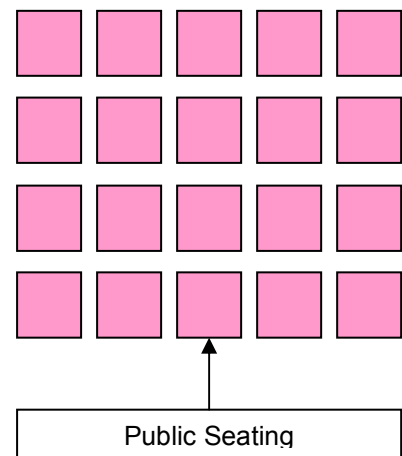
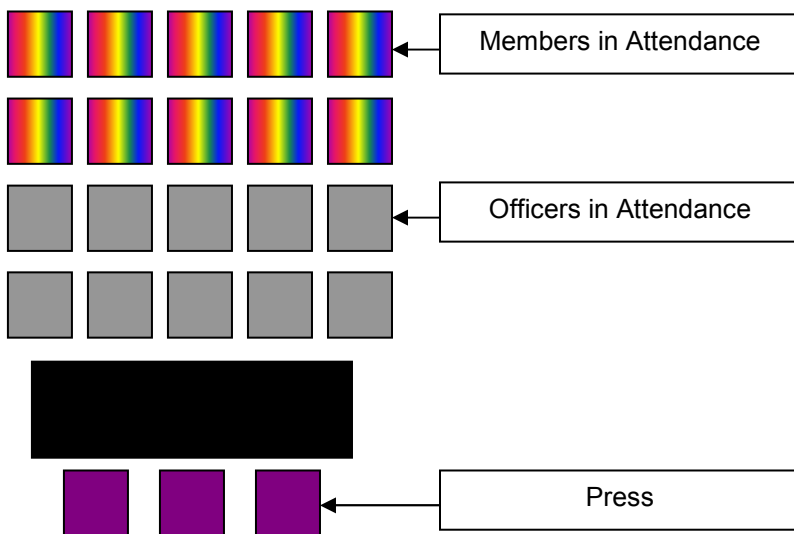
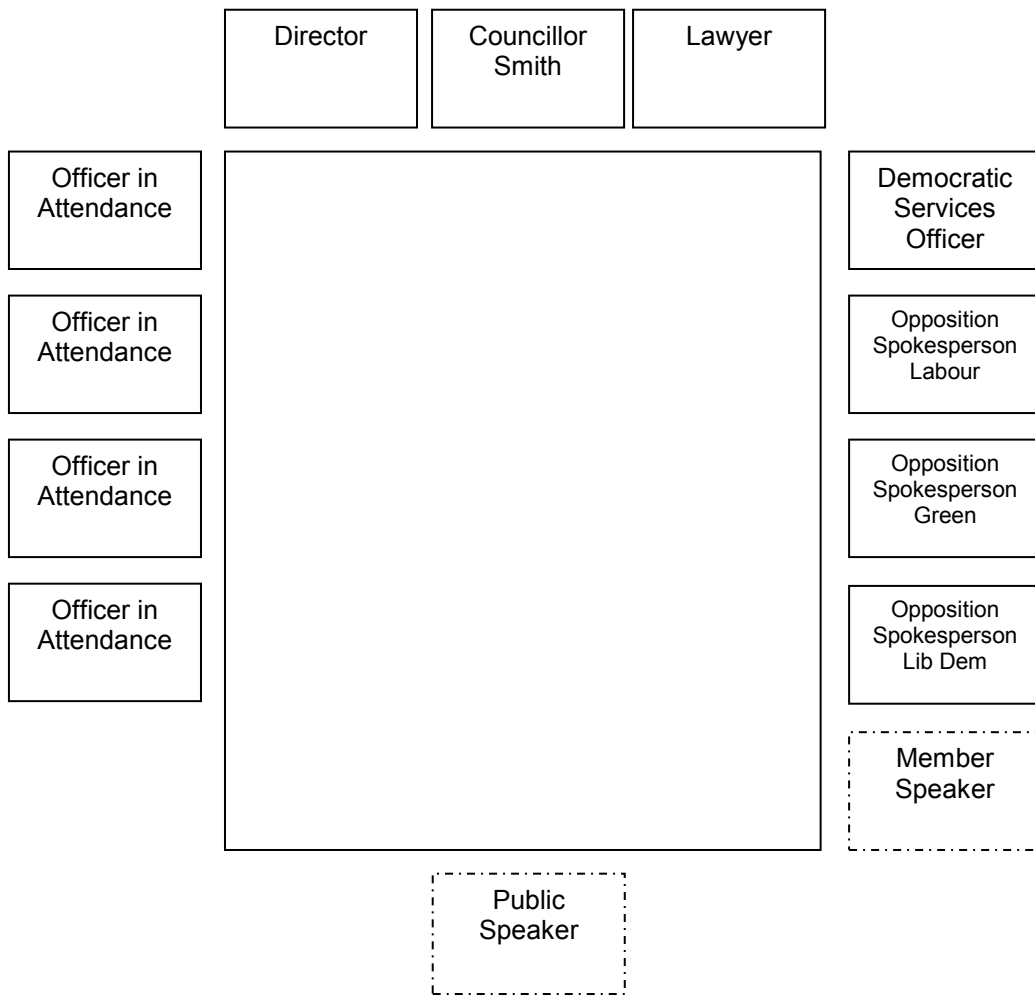
Brighton & Hove  
City Council

# Cabinet Member Meeting

Title:	<b>Culture, Recreation &amp; Tourism Cabinet Member Meeting</b>
Date:	<b>21 September 2010</b>
Time:	<b>4.00pm</b>
Venue	<b>Committee Room 3, Hove Town Hall</b>
Members:	<b>Councillor:</b> Smith (Cabinet Member)
Contact:	<b>Penny Jennings</b> Democratic Services Officer 01273 291065 penny.jennings@brighton-hove.gov.uk

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# Democratic Services: Meeting Layout



## AGENDA

### 14. PROCEDURAL BUSINESS

- (a) Declarations of Interest by all Members present of any personal interests in matters on the agenda, the nature of any interest and whether the Members regard the interest as prejudicial under the terms of the Code of Conduct.
- (b) Exclusion of Press and Public - To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

*NOTE: Any item appearing in Part 2 of the Agenda states in its heading either that it is confidential or the category under which the information disclosed in the report is exempt from disclosure and therefore not available to the public.*

*A list and description of the categories of exempt information is available for public inspection at Brighton and Hove Town Halls.*

### 15. MINUTES OF THE PREVIOUS MEETING

1 - 8

Minutes of the Meeting held on 15 June 2010 (copy attached).

### 16. CABINET MEMBER'S COMMUNICATIONS

### 17. ITEMS RESERVED FOR DISCUSSION

- (a) Items reserved by the Cabinet Member
- (b) Items reserved by the Opposition Spokespersons
- (c) Items reserved by Members, with the agreement of the Cabinet Member.

*NOTE: Public Questions, Written Questions from Councillors, Petitions, Deputations, Letters from Councillors and Notices of Motion will be reserved automatically.*

### 18. PETITIONS

No petitions received by date of publication.

### 19. PUBLIC QUESTIONS

(The closing date for receipt of public questions is 12 noon on 13

## CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

September 2010)

No public questions received by date of publication.

### 20. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 13 September 2010)

No deputations received by date of publication.

### 21. LETTERS FROM COUNCILLORS

No letters have been received.

### 22. WRITTEN QUESTIONS FROM COUNCILLORS

No written questions have been received.

### 23. NOTICES OF MOTIONS

No Notices of Motion have been received by date of publication.

### 24. THE VISIT BRIGHTON GREETER SCHEME

9 - 12

Report of the Acting Director Housing, Culture and Enterprise (copy attached)

Contact Officer: Liz Brand

Tel: 01273291614

Ward Affected: All Wards;

### 25. SHAKEDOWN MUSIC EVENT 2011

13 - 20

Report of the Acting Director of Environment (copy attached)

Contact Officer: Ian Taylor

Tel: 29-2711

Ward Affected: Hollingdean & Stanmer;

Moulsecoomb &

Bevendean;

### 26. SUSSEX BEACON HALF MARATHON

21 - 30

Report of the Acting Director of Environment (copy attached)

Contact Officer: Jayne Babb

Tel: 29-2730

Ward Affected: Brunswick & Adelaide;  
Central Hove; East  
Brighton; Hollingdean &  
Stanmer; Moulsecoomb &  
Bevendean; Queen's  
Park; Regency;  
Rottingdean Coastal; St

## CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

*Peter's & North Laine;  
Westbourne;*

### 27. ROYAL PAVILION & MUSEUMS FEES AND CHARGES

31 - 44

Report of the Acting Director of Housing, Culture and Enterprise (copy attached)

Contact Officer: *Janita Bagshawe* Tel: 29-2840  
Ward Affected: *All Wards;*

### 28. ITEMS TO GO FORWARD TO COUNCIL

The City Council actively welcomes members of the public and the press to attend its meetings and holds as many of its meetings as possible in public. Provision is also made on the agendas for public questions to committees and details of how questions can be raised can be found on the website and/or on agendas for the meetings.

The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fifth working day before the meeting.

Agendas and minutes are published on the council's website [www.brighton-hove.gov.uk](http://www.brighton-hove.gov.uk). Agendas are available to view five working days prior to the meeting date.

Meeting papers can be provided, on request, in large print, in Braille, on audio tape or on disc, or translated into any other language as requested.

For further details and general enquiries about this meeting contact Penny Jennings, (01273 291065), email [penny.jennings@brighton-hove.gov.uk](mailto:penny.jennings@brighton-hove.gov.uk) or email [democratic.services@brighton-hove.gov.uk](mailto:democratic.services@brighton-hove.gov.uk)

Date of Publication - Monday, 13 September 2010



# **CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING**

## **Agenda Item 15**

Brighton & Hove City Council

### **BRIGHTON & HOVE CITY COUNCIL**

### **CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING**

**4.00pm 15 JUNE 2010**

**COMMITTEE ROOM 3, HOVE TOWN HALL**

### **MINUTES**

**Present:** Councillor Smith (Cabinet Member)

**Also in attendance:** Councillor Davis (Opposition Spokesperson)

**Other Members present:** Councillor Kennedy

### **PART ONE**

#### **1. PROCEDURAL BUSINESS**

1a Declarations of Interests

1.1 There were none.

1b Exclusion of Press and Public

1.2 In accordance with Section 100A of the Local Government Act 1972 (the Act), the Cabinet Member for Culture, Recreation and Tourism considered whether the press and public should be excluded from the meeting during an item of business to be transacted or the nature of the proceedings, that if members of the press or public were present during that item, there would be disclosure to them of confidential information (as defined in Section 100A(3) of the Act ) or exempt information (as defined in Section 100(1) of the Act).

1.3 **RESOLVED** – That the press and public be not excluded from the meeting.

#### **2. MINUTES OF THE PREVIOUS MEETING**

**Foredown Tower**

- 2.1 Councillor Davis enquired regarding the current position in respect of Foredown Tower. The Cabinet Member confirmed that regrettably the Sea Cadets had withdrawn their interest in seeking to establish a Community Interest Company to be a signatory to a lease agreement on the Tower. This was disappointing as it followed a period of 18 months of intensive work by officers of the Council. The Council had sought to be very flexible in assisting this arrangement in coming to successful fruition. This matter was being carried forward however and alternative occupiers being actively sought.
- 2.2 **RESOLVED** – That the minutes of the Culture, Recreation and Tourism Cabinet Member Meeting held on 23 March 2010 be agreed and signed by the Cabinet Member as a correct record.

### 3. CABINET MEMBER'S COMMUNICATIONS

#### Visit Brighton Conference Wins

- 3.1 The Cabinet Member stated that he was delighted to be able to report that Visit Brighton had secured the British Arts Festival Association Annual Conference for the City. The BAFA was a vibrant membership organisation which included members from all types of arts festivals across a full range of art forms including music, dance, the visual arts, film, comedy and street arts. They would be holding their conference at the Brighton Dome 3–5 November 2010. It was anticipated that there would be over 150 delegates attending and it was estimated it would bring £140,000 of economic benefit to the city.
- 3.2 Visit Brighton had also secured an international meeting for RWE Supply and Trading one of Europe's leading energy companies and the No. 1 power producer in German, No.2 in the Netherlands and No.3 in the UK. The event would be held at the Brighton Thistle Hotel from 16-18 June 2010, it was expected that approximately 70 delegates would be in attendance bringing £60,000 of economic benefit to the city.

#### Indian Military Hospital

- 3.3 The Cabinet Member explained that on 26 March a new display had opened at the Royal Pavilion-Indian Military Hospital. Paintings, archive photographs, contemporary accounts and newsreel footage showed this remarkable and often forgotten story from Brighton's history, recalling the period the Pavilion had been used as a hospital for troops from the Indian Corps wounded on the Western Front in France and Flanders during World War 1. The Pavilion's visitor profile showed an increase of 2.1% in visits from Asian and Asian British visitors on the same period the previous year, this represented approximately 1,500 visitors over the past two months.

#### Filming at the Pavilion : Antiques Road Show

- 3.4 The Cabinet Member explained that on 2 June 2010 Fiona Bruce and the team from BBC1 Antiques Roadshow had been filmed at the Royal Pavilion. This had formed part of the main event which had been filmed at Brighton College and would be shown on TV during the Autumn. It would provide an excellent piece of publicity for the city.

#### Clare Twomey: A Dark Day in Paradise (8 June 20210–January 2011)



- 3.6 In a complete departure for the Pavilion, well known British Artist Clare Twomey, had been commissioned to install 3,000 black ceramic butterflies in the Banqueting Room, Great Kitchen and Entrance Hall of the Royal Pavilion. The butterflies would cluster on the banqueting table, across window panes, in roof lights, on mantelpieces and other surfaces. The Pavilion Team had worked in partnership with Museummaker, an ambitious partnership programme for museums, makers and audiences and supported by Museums, Libraries and Archives Council (MLA), Renaissance in the Regions Council, England. it was hoped that this would attract more visitors.

### **The Brighton Festival**

- 3.7 The Cabinet Member explained that since the last Executive Member Meeting the Brighton Festival had taken place at which Andrew Comben, the Festival Director had informed the meeting about the programme of events. He wished to offer his congratulations to him and his team on another successful festival, in the current economic climate the festival was more important than ever to the City. He had himself attended an excellent event in the large tent near St Peter's Church. It had been great fun and had formed part of the fringe festival which had also been a great success.

## **4. ITEMS RESERVED FOR DISCUSSION**

- 4.1 **RESOLVED** – That all items be reserved for discussion.

## **5. PETITIONS E-PETITION REINSTATEMENT OF TEMPORARY CRAFT EXHIBITIONS AT HOVE MUSEUM**

- 5a e-Petition – Reinstatement of Temporary Craft Exhibitions at Hove Museum

- 5.1 The Cabinet Member considered the following e- Petition submitted via the Council's website and signed by 25 people.

"We the undersigned petition the Council to reinstate temporary craft exhibitions at Hove Museum.

Hove Museum holds one of only three craft collections in the country. That temporary exhibitions are to cease at Hove is a great loss to the community and to a city with a strong cultural ethos. The exhibitions and related activities in spire creativity at a time when many people have increased leisure time, often against their will. Craft is one of the most accessible of the arts and can be challenging, beautiful and humorous. This issue needs to be addressed urgently in order to prevent the exhibition spaced falling into disuse."

- 5.2 The Cabinet Member responded as follows:

"The temporary exhibitions at Hove Museum have played host to a wide range of exhibitions over the years based on fine art, archaeology and local history as well as craft. The Craft programme comprising its temporary exhibitions and workshops has always been externally funded; for many years throughout the Arts Council and more recently through a two year grant from the Headley Trust. This funding has come to an

end and therefore it has been necessary to review programming at Hove to ensure we can achieve programmes within available resources.

5.3 The Hove Museum programme in the ground floor galleries from October will built on recent projects in particular using the city's extensive collections to creatively engage and inspire our audiences: whether involving them in developing shows, allowing greater interaction with the exhibits, and/or improving the museum experience for younger visitors. Running October 2010-February 2011, we will show more work from Brighton & Hove Museums' Fine Art Collection, developing a thematic exhibition narrative and lively programme of events.

5.4 Programming at Hove is part of the wider programming context of the Royal Pavilion and Museum Service. Currently we have craft installations at Preston Manor and the Royal Pavilion and there are plans to work with the Permanent Gallery in Hove and renowned maker Neil Brownsword using our nationally significant Willett Collection of Staffordshire Pottery as inspiration. This means that craft continues to be at the core of the city's cultural offer. As with these very exciting developments the service will continue to programme craft activity as it is able to secure funding. There are two permanent galleries of contemporary craft at Hove Museum housing a large proportion of the craft collection-some 300 pieces. Craft forms a part of the Museums decorative art collections spanning design, furniture and applied arts-more than 16,000 objects. There are no plans to remove the collections in these galleries from display. They will continue to, along with other collections in the city council's holdings, be used to inspire and inform programming. The craft council web site lists some 38 museum/galleries showing craft across the UK.

## **6. PUBLIC QUESTIONS**

6.1 There were none.

## **7. DEPUTATIONS**

7.1 There were none.

## **8. LETTERS FROM COUNCILLORS**

8.1 There were none.

## **9. WRITTEN QUESTIONS FROM COUNCILLORS**

9.1 There were none.

## **10. NOTICES OF MOTIONS**

10.1 There were none.

## **11. ROYAL PAVILION GARDEN STRATEGY**

11.1 The Cabinet Member considered a report of the Director of Housing, Culture and Enterprise presenting an updated Royal Garden Management and Maintenance Plan. It

was noted that the Plan had been developed to also assist in the achievement of a Green Flag award in the future.

- 11.2 Councillor Davis welcomed the report and in recognising the need to strike a balance between high end and other events in the gardens, she considered it was important to adopt the holistic approach suggested in terms of marketing both the Royal Pavilion building and gardens.
- 11.3 Councillor Kennedy also welcomed the approach being adopted and referred to her involvement in the scrutiny workshop which she considered had been valuable. She was considered that it was important however to pursue sustainable uses.
- 11.4 **RESOLVED (1)** – That the Cabinet Member to note the Garden Management & Maintenance Plan.
- (2) That the Cabinet Member approves the Events Policy for the Royal Pavilion Garden (see Appendix 1 of the attached Management & Maintenance Plan) ; and
- (3) That the Cabinet Member to note the vision and aims for the management of the Garden (see 3.5 and 3.6 below and Section 5 of the attached Management & Maintenance Plan).

## 12. LIBRARIES CONSULTATION RESULTS

- 12.1 The Cabinet Member considered a report of the Director of Housing, Culture and Enterprise providing an update on the results of recent library user consultation and to agree the action plans arising there from.
- 12.2 The Cabinet Member was pleased to note the excellent results achieved and the areas which had been highlighted.
- 12.3 Councillor Davis also welcomed the report, noting that CIPFA plus surveys would be discontinued in future enquired how it was intended to carry forward the actions highlighted. The Head of the Libraries and Information Service confirmed that in depth user surveys would continue to be carried out, as they were a valuable tool. Other local authorities had been consulted and it was intended that future surveys would incorporate the “best” from the CIPFA Surveys and established best practice.
- 12.4 Councillor Kennedy was pleased to note the improved stock provision and the fact that equal weighting was given to digital and stock elements. The fact that use of the internet remained free and that longer use of the system could now be booked for those seeking work, this had been provided in direct response to the survey responses received and was welcomed.
- 12.5 **RESOLVED – (1)** That the Cabinet Member notes levels of public satisfaction with Libraries Services provided by Brighton & Hove City Council and
- (2) Approves the actions to improve services as outlined in sections 3.1.11 and 3.2.9 of the report.

## 13. FUTURE MANAGEMENT ARRANGEMENTS OF COUNCIL'S SPORTS FACILITIES

- 13.1 The Cabinet Member considered a report requiring a key decision in respect of future management arrangements of Council sports facilities. Although a key decision it had only recently been added to the Council's Forward Plan. Given the tight procurement timetable involved with the tender, it would not have been possible to defer this decision until the next Cabinet Member Meeting.
- 13.2 Councillor Davis enquired regarding the situation in relation to the King Alfred Leisure Centre enquiring whether it would be possible for some improvements to be made whilst/if the buildings were on the open market. The Cabinet Member explained that no definitive decision had been made in respect of the King Alfred and the Principal Solicitor explained that the primary element of the contract would be for works as opposed to services. Any long term development for the King Alfred site would be separately procured. This point would be made clear within the tender documentation. Councillor Davis also asked and received questions in relation to the means by which any break clause would operate.
- 13.3 Councillor Kennedy welcomed the proposed process noting the position in relation to the fact that as there had been significant increases in the cost of utilities that this was likely to be reflected in the tender submissions. The fact that potential increases to the contract fee might be able to be balanced in the event that the preferred operator had social enterprise trust status was also noted.
- 13.4 The Principal Solicitor to circulated report which tied down the procurement process to a timetable which was now under review. It was therefore proposed to make a minor change to the recommendations. The Cabinet Member agreed to the proposed amendment and this is incorporated in the minute set out below.
- 13.5 **RESOLVED** – (1) That approval be given by the Cabinet Member for Culture, Recreation and Tourism that the council should prepare tender documents and carry out a procurement process with a view to re letting the leisure management contract with effect from 01 April 2011.
- (2) That approval be given by the Cabinet Member for Culture, Recreation and Tourism that the council should include the King Alfred Leisure Centre in the procurement process and invite bids as a separately priced element of the wider contract.

The meeting concluded at 4.50pm

Signed

Chairman

Dated this

day of



# CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

## Agenda Item 24

Brighton & Hove City Council

**Subject:** *The VisitBrighton Greeter Scheme*  
**Date of Meeting:** 21 September 2010  
**Report of:** Director of Housing, Culture & Enterprise  
**Contact Officer:** Name: Liz Brand Tel: 29-2602  
E-mail: liz.brand@brighton-hove.gov.uk  
**Key Decision:** No  
**Wards Affected:** All

### FOR GENERAL RELEASE

#### 1. SUMMARY AND POLICY CONTEXT:

- 1.1 The 2008 Tourism Strategy makes a specific recommendation for the implementation of a Greeter Scheme. Specifically the scheme improves visitor experience, improves visitor welcome, engages local people in the benefits of Tourism and seeks to increase take-up of local public transport.
- 1.2 Introducing the scheme to the City supports the objective 'Protecting the environment while growing the economy' from the City Council's Corporate Plan.

#### 2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member notes the success achieved by the Greeter Scheme one year on, and agrees to introduce the 'InstaGreeter' pilot.

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

- 3.1 A 'Greeter Scheme' is a voluntary scheme which welcomes visitors to the city in a unique way, by recruiting local residents who are passionate and knowledgeable about the city to volunteer and conduct free tours.
- 3.2 The scheme has involved VisitBrighton recruiting enthusiastic, friendly, and city knowledgeable residents who volunteer their time and expertise to welcome visitors by way of a walking tour, in groups of 6 or less.
- 3.3 Visitors access details of the scheme on [www.visitbrighton.com/greeters](http://www.visitbrighton.com/greeters), and book the 'Greet' before they arrive in the city. Tours are typically 2-4 hours and start at the Visitor Information Centre. This has also enabled us to make visitors more aware of the service the centre provides.
- 3.4 Our 'Greeters' prepare the tour and areas to explore based upon the interests of the visitor, or areas of the city they are knowledgeable and passionate about. This service is not designed to replace the 'Blue Badge Tours' provided by qualified and experienced guides, but has proven to enhance the welcome in the

city by using these knowledgeable and friendly ambassadors. We actively seek to encourage the visitors to use the blue badge tours to access their detailed expertise on the city.

- 3.5 There are many advantages of this scheme for visitors as well as for the city. For example schemes such as these seek to promote use of public transport by visitors, spread the spending power of visitors into local neighbourhoods and allow residents to show their pride for the place in which they live.
- 3.6 The next phase is for the scheme will be to launch the 'InstaGreeter' pilot in the Visitor Information Centre.

The 'InstaGreeter' works with the same principles as a regular 'greet' but has the added advantage of being available on the day for visitors and requires no pre booking. During the summer months we aim to have Greeters on hand at peak times in the Visitor Information Centre to take visitors on scheduled 45 minute walks around the City at various times during the day.

- 3.7 Following the launch of the scheme on October 2<sup>nd</sup> 2009 we now have:

- Recruited 12 volunteer greeters
- Launched [www.visitbrighton.com/greeters](http://www.visitbrighton.com/greeters)
- Joined and become an active part of the Global Greeter Network
- Generated PR for the City through local and national press, radio and TV
- 45 Greet requests through Visitbrighton.com
- Volunteer greeters assisting in administering the scheme
- Feedback showing average satisfaction score of 9.7
- Launched a pilot of the 'InstaGreeter' (walks available from the VIC on the day without the need to pre-book)

- 3.8 Comments from those who have experienced a VisitBrighton greet:

"I don't recall enjoying an activity this much ever. Three cheers!"

"I think meeting a 'real' local who's doing it as a volunteer has a lot of plus points"

"It was a most enjoyable morning and was everything I had hoped for. My Greeter was very knowledgeable and tailored the morning to suit me and coped with my disability very well and made me feel "normal". 100% brilliant thank you"

"Before this, all I knew about Brighton and where it was, it is near the sea. Nothing more than that. Now it makes me feel like going back again in Summer. It has got so much more to do. One day is never enough!"

"My Greeter brought the place alive, and it was much more fun than if I'd been taking myself around with a book."

## **4. CONSULTATION**

- 4.1 VisitBrighton Greeters have become an integral part of the Global Greeter Network and as such we are being consulted by numerous other UK destinations to give advice on setting up schemes around the country.



## 5. FINANCIAL & OTHER IMPLICATIONS:

### Financial Implications:

- 5.1 There was a LABGI funded allocation of £11k which met the set up costs of the Greeter scheme. Subsequently, the service has been provided and administered by volunteers, at no cost to the council.
- 5.2 If the scheme is extended, any further volunteers will be trained by the Destination Manager and met within existing resources.

*Finance Officer Consulted: Peter Francis*

*Date: 02/08/10*

### Legal Implications:

- 5.3 The legal implications of setting up a Greeter Scheme were considered at the time that it was introduced. There are no new legal implications arising from the extension of the scheme set out in this report.

*Lawyer consulted: Carl Hearsum*

*Date: 02/08/10*

### Equalities Implications:

- 5.4 Both the regular Greeter Scheme and the InstaGreeter seek to encourage visitors and volunteer Greeters from all walks of life and as such has formed a key part of the VisitBrighton Sales and marketing EIA, published in September 2009.

### Sustainability Implications:

- 5.5 The 2008 Refreshed Strategy for the Visitor Economy makes recommendations to engage visitors in responsible behaviour when in the city. The Greeter scheme and InstaGreeter aids visitors in their choices such as mode of transport, impact of cultural resources, relationships with local people and resources, use and selection of operators and businesses, and fundamentally promotes the city as a place where responsible behaviour is encouraged.

### Crime & Disorder Implications:

- 5.6 The Greeter scheme and InstaGreeter provide a positive visible presence in the city. The Greeters are easily identifiable due to their branded clothing and ID badges which give a reassuring presence to visitors. This increases the perception that the city is a safe and welcoming place for visitors and residents alike.

### Risk & Opportunity Management Implications:

- 5.10 All of our Greeters abide by their original policy document, based upon the Global Greeter Network Standards, Brighton & Hove City Council Health & Safety Policy and Single Equalities Scheme. These standards are upheld regardless of whether the Greeter is carrying out a regular Greet or an InstaGreet.

Corporate / Citywide Implications:

- 5.11 Protect the environment while growing the economy. By noting the successes of 'Greeter Scheme', one year on in line with the 2008 Refreshed Strategy for the Visitor Economy, becoming an integral part of the Global Greeter Network, and moving forward with the InstaGreeter pilot, this enhances the visitor experience in the city and has opened up new marketing channels to attract more visitors to the city. The scheme has brought together visitors and residents in a dynamic way and fosters understanding from both sides. Brighton & Hove has been the first UK City to introduce a Greeter scheme and will be the first to open up an InstaGreeter programme, reinforcing the city as a unique and cultural destination.

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

- 6.1 There are none.

**7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 In order to continue to develop the 'Destination brand' for Brighton & Hove, the continuation of the Greeter Scheme and the launch of the InstaGreeter will provide a framework for progressing the 2008 Refreshed Strategy for the Visitor Economy, whilst working closely with the city's key priorities.

**SUPPORTING DOCUMENTATION**

**Appendices:**

None

**Documents in Members' Rooms**

None

**Background Documents**

None

# CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

## Agenda Item 25

Brighton & Hove City Council

Subject:	Shakedown Music Event Stanmer Park, Brighton	
Date of Meeting:	Tuesday 21st September, 2010	
Report of:	Jayne Babb	
Contact Officer:	Jayne Babb	Tel: 290372
	E-mail:	jayne.babb@brighton-hove.gov.uk
Wards Affected:	Stanmer, Moulsecoomb	

### 1. SUMMARY AND POLICY CONTEXT:

- 1.1 To seek approval for officers to undertake full consultation to stage the Shakedown Music event in Stanmer Park, Brighton on Saturday 9<sup>th</sup> July 2011 between midday and midnight.
- 1.2 To authorise officers to develop with the event organisers a full Event Management Plan.
- 1.3 To authorise officers to complete consultation on the event prior to a report being considered by Cabinet seeking landlord's consent for a major event.

### 2. RECOMMENDATIONS:

- 2.1 To seek approval from the Cabinet Member for officers to undertake full consultation to stage the Shakedown Music event in Stanmer Park, Brighton on Saturday 9<sup>th</sup> July 2011 between midday and midnight.
  - 2.2.1 To authorise officers to develop with the event organisers to a full Event Management Plan.
  - 2.2.2 To authorise officers to complete consultation on the event prior to a report being considered by Cabinet seeking landlord's consent for a major event.

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

- 3.1 Brighton & Hove is renowned for its wealth of diverse music, having hosted many national and international events such as Big Beach Boutique and The Great Escape in recent years.
- 3.2 Brighton & Hove does not have a celebration of dance music, something which is popular in the City. It is anticipated that some 20,000 attendees will attend this one day, ticketed event. Shakedown will appeal to both dance lovers and casual music lovers alike, with a mixture of international chart-topping stars and renowned local DJs.
- 3.3 The event is seeking to become an established national event in Brighton & Hove.
- 3.4 The event will take place within the main area of Stanmer Park, west of the main access road. The grass area has a slight slope, providing a natural amphitheatre. The covered main music tent also provides additional sheltering from the sun/rain. A plan/schematic diagram of the event is attached as appendix.1.
- 3.5 The Music event will provide a celebration of dance music, a mix for both passionate dance-music lovers, and regular music fans. The event would be a valuable addition to the city's vibrant and creative arts and entertainment calendar and create an annual occasion that could rival established national events.
- 3.6 The organisers will be required to provide a full Event Management plan, which is to include:-
  - Traffic Management plan, to focus on public transport and off-site parking.
  - Cleansing plan for both the licensed site and the surrounding area.
  - Full Risk Assessment including fire Risk Assessment.
  - Noise Management Plan.

These plans will be reviewed by the Council and its partner agencies and the City-wide Safety Advisory Group.

#### **4. CONSULTATION**

- 4.1 Consultation has commenced with Sussex Police, East Sussex Fire & Rescue Service, and South East Coast Ambulance Service. Internally, consultation has commenced with Environmental Health & Licensing, Highways and the Countryside Service.
- 4.2 No negative feedback has been received following this initial consultation.

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

##### 5.1 Financial Implications:

- 5.1.1 All costs will be the responsibility of the organiser. A deposit will be lodged by the organiser, any re-instatement costs will be met from this deposit.
- 5.1.2 The organiser will pay a commercial hire fee for the use of Stanmer Park.

Finance Officer Consulted: *Derek Mansfield* 7<sup>th</sup> Sept 2010

##### 5.2 Legal Implications:

- 5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use Stanmer Park for up to 28 days a year in order to facilitate the staging of major outdoor events.
- 5.2.2 The proposal in this report is 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.
- 5.2.3 The terms of the agreement with the events organiser, the ongoing consultation process and the long lead-in period should ensure that the event is properly managed and that disruption is kept to a minimum.

Lawyer Consulted:

##### 5.3 Equalities Implications:

The Events programme caters for people from all sectors of the community

#### 5.4 Sustainability Implications:

5.4.1 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.

5.4.2 The event will conform to the Councils Sustainable Events Policy.

#### 5.5 Crime & Disorder Implications:

5.5.1 Safety Advisory Groups have been convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol between the council and emergency services was agreed in 2004 and will be used for this event.

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

#### 5.6 Risk and Opportunity Management Implications:

The event will be subject to a full site-specific risk assessment.

#### 5.7 Corporate / Citywide Implications:

The event takes place in Stanmer Park- a council run open space.

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

6.1 Not applicable

### **7. REASONS FOR REPORT RECOMMENDATIONS**

7.1 Shakedown would be a major event and therefore full consultation and a full Event Management Plan will be required for the event.

7.2 Shakedown is a valuable addition to the events calendar.

### **SUPPORTING DOCUMENTATION**

Appendices:

1. A plan of the proposed layout.

Documents In Members' Rooms

None

Background Documents

1. Full proposal from event organisers







**KEY**

main stage

dance tent

bars/food/toilets

VIP areas

Main Entrance/exit points

Stanmer house

265 m

Imagery Date: Apr 15, 2007

© 2010 Infoterra Ltd & Bluesky

© 2010 Tele Atlas

50°52'01.23" N 0°05'52.61" W elev 71 m



# **CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING**

## **Agenda Item 26**

Brighton & Hove City Council

<b>Subject:</b>	<b>Sussex Beacon Half Marathon</b>		
<b>Date of Meeting:</b>	<b>21 September 2010</b>		
<b>Report of:</b>	<b>Acting Director of Environment</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Jayne Babb</b>	<b>Tel:</b> 29-0372
	<b>E-mail:</b>	<b>jayne.babb@brighton-hove.gov.uk</b>	
<b>Key Decision:</b>	<b>Yes</b>	<b>Forward Plan No: CRT18046</b>	
<b>Wards Affected:</b>	<b>Brunswick &amp; Adelaide; Central Hove; East Brighton; Hollingdean &amp; Stanmer; Moulsecomb &amp; Bevendean; Regency; Rottingdean Coastal; St Peter's &amp; North Laine; Queen's Park; Westbourne; Wish</b>		

### **FOR GENERAL RELEASE**

#### **1. SUMMARY AND POLICY CONTEXT:**

- 1.1 To set out the proposed programme for the 2011 Sussex Beacon Half Marathon event to take place on 20 February and to seek landlord's consent for this event to take place.

#### **2. RECOMMENDATIONS:**

- 2.1 That the Cabinet Member grants consent for the Sussex Beacon Half Marathon to take place on 20 February 2011.
- 2.2 That the Cabinet Member authorises officers to enter into formal agreements with the event organisers to determine conditions and levels of support as appropriate.

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

- 3.1 It is proposed that the 21<sup>st</sup> Sussex Beacon Half Marathon will take place on Sunday 20 February 2011. Over the years the event has grown from 2,000 runners in 2000 to 8,000 entrants in 2010. The event is now a significant part of the city's sporting calendar and one of the South East's largest half marathons. After costs were taken into account, this year's half marathon raised 80 thousand pounds for the charity. All of this money is used to provide an extensive range of services and support for individuals living with HIV.

##### **Entrant figures**

- 3.2 It is intended to maintain the number of entrants at 8000 for 2011 in order to ensure the proposed new route and new staffing systems are tested and work. Plans to increase runner numbers over the coming years are suggested as follows:

Year	Number of entrants	Actual Runners
2009	6000	4000
2010	8000	6000
2011	8000	6000
2012	10000	8000
2013	12000	10000
2014	15000	12000

### Impact on the City

- 3.3 The proposed new route takes place primarily on 'A' Roads in the city. The organisers have worked closely with the council's highways team to set out a route to have as minimal an impact on the city's transport system whilst providing a safe and enjoyable event for the runners and public.
- 3.4 Changing the start time of the race in 2011 to 09:00hrs from 09:45hrs means that the North/South and Eastern part of the route will be clear by 11:00hrs. Road closures will be in place from 08:30 (Central) 08:45 (East and West) to ensure the route is clear prior to the race starting.

### Timings

- 3.5 The race starts at **09:00am** on Madeira Drive. The central area of the city (Zone 1) will be cleared by **9:32am**, the eastern area (Zone 2) of the route will be cleared by **10:49am**, the western end (Zone 3) of the route on the road will be cleared by **11:17am**, westbound carriageway of Kingsway and the south side lane of the Aquarium Roundabout (Zone 3) will be cleared by **12:04pm**.

### Traffic movement from the east of the City

- 3.6 Cars:

Residents in Ovingdean and Woodingdean will be able to access the city centre via Warren Road and Wilsons Avenue, Elm Grove and Bear Road between 08:30am and 10:50am.

After 10:50am vehicles will be able to travel along Marina Way, Marine Parade to the Aquarium Roundabout where they can follow the diversion signs to city centre car parks and shopping areas.

- 3.7 Buses and emergency vehicles:

Bus routes and emergency vehicle will not be affected.

### Traffic movement from the west of the City

- 3.8 Cars:

There will be continuous movement from the west as far as West Street until 09:40am when the race will clear the city centre section (Zone 1). After this point traffic will be able to proceed as far as Aquarium Roundabout and then turn up Old Steine. After 10:49am traffic heading east will be able to proceed along Marine Parade and onwards to Rottingdean.

### 3.9 Buses and emergency vehicles:

Bus routes and emergency vehicle will not be affected.

### **Traffic movement from the north of the City**

- 3.10 The last runner will be clear of the central area by 09:32am, Traffic will then be able to flow behind the tail end ambulance at this time but will be diverted back up the Old Steine until 10:49am. After 10:49am traffic will be able to go east.

### **Buses and emergency vehicles**

- 3.11 The buses will be temporarily held at St Peters Church whilst the race goes past. Once the last runner has gone past buses will then be able to proceed along the bus lanes towards North Street as normal.

### **Emergency Services**

- 3.12 Blue light routes will be maintained across the city particularly between Rottingdean and the Marina/ Whitehawk and between Church and Edward Street. We have spoken with the Royal Sussex County Hospital, SEACAMB who are happy with the route. We are currently in discussions with Sussex Police and East Sussex Fire Service who appear to have no objections subject to traffic management and staffing plans.

### **The Route**

- 3.13 The timings, in brackets, for last runner are for a 3 hour runner plus 10 minutes. Any entrant slower than this will be walking and will be requested to use the pavement to complete the race.
- 3.14 The Half Marathon will start on Madeira Drive at 09:00hrs.
- 3.15 The runners will leave Madeira Drive at the western end and run around the Aquarium Roundabout before heading north on the Old Steine past the Pavilion towards Gloucester Place, the runners will occupy at least two lanes at this point.
- 3.16 At Gloucester Place (junction of St Georges Place and Richmond Place) the runners will TURN and head south (**09:25hrs**) along Grand Parade (past Morley Street, Kingswood Street and Edward Street (clear Edward Street **09:29hrs**) again occupying two lanes before entering the Old Steine and then heading East along Marine Parade (clear Aquarium Roundabout **09:32hrs**). At this point a blue light route will be managed by stewards from Church Street to Edward Street.
- 3.17 On Marine Parade the east bound runners will be funnelled into the offside eastbound lane with cones, leaving the nearside lane for a blue light route if needed. Stewards will be present on all side roads to ensure traffic management

plan is implemented. Stewards will also be able to assist any parked cars who wish to move from Marine Parade where safe to do so. If vehicles wish to move from a crescent e.g. Royal Crescent or Marine Square, stewards will assist in safely moving the vehicle to turn at the next available street. Where appropriate parked cars will be roped and coned during the race for the safety of the runners.

- 3.18 The runners will head east along Marine Parade on the eastbound carriageway to Marine Drive passing the Southern Water site. It is suggested that at this point the emergency services use Arundel Road, Bristol Gardens, Roedean Road as a blue light route as Marine Drive narrows to one lane either side of the Southern Water site.
- 3.19 The runners will continue along Marine Drive past Roedean and TURN approximately 200 meters prior to the Ovingdean Roundabout (**10:10hrs**). A blue light route will be maintained on the section of road between Roedean Road and Ovingdean Roundabout.
- 3.20 At the turn the runners will head west on the westbound carriageway of Marine Drive and Marine Parade (clear Marine Drive **10:35hrs**).
- 3.21 At the Aquarium Roundabout they will run in the offside westbound lane and enter Grand Junction Road (clear Aquarium Roundabout westbound **10:49hrs**). They will proceed along Grand Junction Road and Kings Road in the offside westbound lane.
- 3.22 In order to keep the eastbound carriageway open barriers and close-coning will be used to separate the runners from traffic (westbound runners will clear Kingsway at the Peace Statue/ Western Street at **11:02hrs**). Stewards will assist any parked cars who wish to move from the A259 where safe to do so.
- 3.23 The runners will head west along Kingsway (Hove Street South cleared by **11:17hrs**) and will TURN opposite Wish Road onto the Lower Promenade (**11:26hrs**).
- 3.24 They will then proceed east along the lower promenade to the Peace Statue (**11:50hrs**) where they will then rejoin the carriageway. The east and westbound runners will be separated by cones, tape and marshalls. Marshalls will also play a key role in managing any runner/ pedestrian conflict in this area.
- 3.25 Eastbound runners will proceed along the nearside westbound carriageway of Kings Road and Grand Junction Road and will enter the Aquarium Roundabout (**12:05hrs**) on the nearside westbound lane before heading along Madeira Drive and finish in an eastbound direction (**12:09hrs**).

### **Visitors to the City**

- 3.26 Despite the dreadful weather in February 2010 approximately 8000 people came to Brighton & Hove to participate or support someone taking part in the race. The majority of these were day trippers but Sussex Beacon are working with Visit Brighton and Breathe Unity to develop a weekend package to attract these visitors for a two night stay during this generally quiet period.

## **4. CONSULTATION**

- 4.1 Consultation has taken place with Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service and Brighton & Hove Bus Company. Internally, consultation has taken place with Highway regarding the route and the road closures required

## **5. FINANCIAL & OTHER IMPLICATIONS:**

### Financial Implications:

- 5.1 All costs will be the responsibility of the organiser. All re-instatement costs will be the responsibility of the organiser

*Finance Officer Consulted: Derek Mansfield Date: 23/08/10*

### Legal Implications:

- 5.2 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use Madeira Drive for up to 28 days a year in order to facilitate the staging of major outdoor events. The road closures required will be put in place on behalf of the event organiser by the council under general road traffic order legislation.
- 5.3 The proposal in this report is 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.

*Lawyer consulted: Bob Bruce Date: 23/08/10*

### Equalities Implications:

- 5.4 The Sussex Beacon is one of only two centres in the UK specialising in caring mainly for men and women living with HIV. It offer a range of residential and day care services caring for those with HIV and over the last twelve months, over 2,000 people from the Brighton & Hove area have benefitted from its support.
- 5.5 HIV is unlike any other illness and is still a major threat in the UK. Not only are sufferers living with chronic muscle and joint pain, anxiety, insomnia, depression and the often severe side effects of medication, they also struggle with the stigma of being HIV positive. So much so, many have not disclosed their HIV status to family or friends.
- 5.6 The Sussex Beacon therefore operates a number of services to meet the often complex and long term needs of those who are HIV Positive
- 5.7 The Half Marathon event itself is open to 8000 runners many of who are members of the city's already established running clubs. As already stated in this report this is the Sussex Beacons major fundraising event of the year.

### Sustainability Implications:

- 5.8 Sussex Beacon has taken into account many sustainability issues and is actively working towards becoming a sustainable event which benefits the local community as much as possible. Areas currently incorporated into their sustainable event plan are recycling, waste management and minimisation, volunteering, supporting local business and supporting other local charities.

Crime & Disorder Implications:

- 5.9 The proposed event will not have any implication on the prevention of crime and disorder. All significant outdoor events are considered by the City Safety Advisory Group. This group is made up of senior officers from Brighton & Hove City Council, Sussex Police, East Sussex Fire & Rescue, South Coast Ambulance Service, Health (A&E Emergency Planning Representatives). All major events are taken to this group for members to provide a strategic overview and to offer advice to event management companies to ensure that events held in the city are safe and well managed.

Risk & Opportunity Management Implications:

- 5.10 Any risks will be monitored as part of the overall event management plan and the event will be subject to a full site-specific risk assessment.

Corporate / Citywide Implications:

- 5.11 The event takes place in the city and as detailed in the background information a number of major roads in the city will be closed between 9am and 12pm while the half marathon takes place therefore there will be some disruption to residents. However, this is a well established and well attended fundraising event that brings significant financial support to a locally based charity to continue to provide much needed services to its clients.

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

- 6.1 The Half Marathon has now reached the point where it is no longer safe or practical to take the number of runners entering the race via an alternative route. The only safe option is for the event to take place on the route detailed in this report.

**7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 Landlord's consent is required for the staging of events within Brighton & Hove.

**SUPPORTING DOCUMENTATION**

**Appendices:**

1. Plan showing the route

**Documents in Members' Rooms**

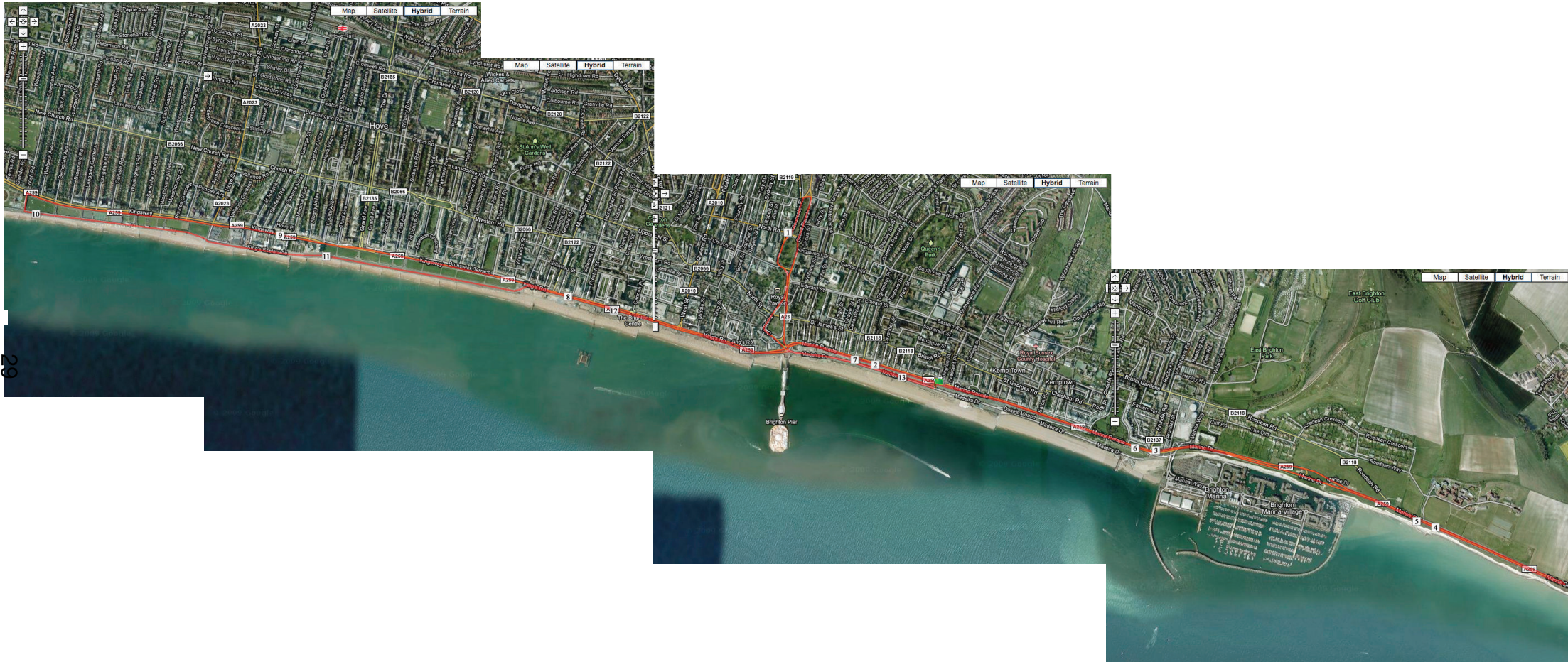
1. A3 Plan of the route produced by the AA



## **Background Documents**

1. Proposal from Sussex Beacon







# **CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING**

## **Agenda Item 27**

Brighton & Hove City Council

**Date of Meeting:**

**Royal Pavilion & Museums  
Fees & Charges**

**21 September 2010**

**Report of:**

**Acting Director of Housing,  
Culture & Enterprise**

**Contact Officer: Name:**

**Jani Tel: (29)2840**

**Bag  
we**

**E-mail:**

**Janita.bagshawe@brighton-  
hove.gov.uk**

**Key Decision: No**

**Wards Affected: All**

### **FOR GENERAL RELEASE/ EXEMPTIONS**

#### **1. SUMMARY AND POLICY CONTEXT:**

- 1.1 To set out the proposed changes to fees and charges for admission charges, guiding, commercial hire and image reproduction to assist with business planning.

#### **2. RECOMMENDATIONS:**

- 2.1 To approve the changes to charges for admission and guiding for the period Jan 2011 – March 2014, overriding previous price changes to take into account changes to VAT and the price sensitivity of the market.
- 2.2 To approve proposed prices for commercial hire of Royal Pavilion & Museum venues 2011/12.
- 2.3 To approve charges for image reproduction services September 2010 - March 2012 with immediate effect

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

### **3.1 Proposed new charges**

- 3.1.1 Due to booking timescales, marketing strategies for travel trade must be planned six months to a year in advance to fit in with industry press offers. It is therefore imperative that prices are agreed well in advance to maximise coverage in industry press, and provide correct information at trade fairs to secure bookings. To allow sufficient planning for this key business area we have attached in Appendix A prices for approval for the period Jan 2011 to March 2014
- 3.1.2 On 22 June 2010, the Chancellor delivered his budget statement including the increase in the standard rate of VAT from 17.5% to 20% as of 4 January 2011. New prices therefore need to be introduced earlier than the annual 1 April price changes. To minimise cost to the business and aid communication with our customers, it is proposed to introduce new charges on 4 January and hold these until 31 March 2012. All proposed price changes are shown in Appendix A.

#### **Royal Pavilion Admission Charges**

- 3.1.3 In September 2009, Cabinet Member approval was given for charges up to March 2013, this was prior to the increase in VAT to 20%. The full adult price agreed for 2011-12 in September 2009 was £10. In the current economic climate we need to be mindful of price sensitivity and therefore recommend a revision to minimise price increases only adding further 1% to the 2.5% VAT increase on the basic adult price. Residents will continue to get half price entry and Brighton and Hove children remain free.
- 3.1.4 The charging practices and visitor trends of comparable visitor attractions are kept under review on a continuous basis. These charges show that the Royal Pavilion is still good value for money (currently £9.50 for adults compared with £16.00 at Arundel castle and £9.90 at Petworth House). (See Appendix B for further price comparisons).
- 3.1.5 Recent visitor research shows that the Pavilion is still perceived as providing good value for money and visitor numbers have increased by 13% during the first 4 months of 2010/11 on the previous year.

#### **Preston Manor Admissions**

- 3.1.6 The majority of adult visits to Preston Manor are from people living outside the Brighton & Hove area. 98.3% of survey respondents indicated their visit was 'excellent' or 'good'.
- 3.1.7 67% of visitors to Preston Manor are children in school groups, many of whom are from outside Brighton & Hove. This particular market is highly price sensitive, given rising price of coach prices.
- 3.1.8 We propose that the previously agreed adult price of £5.40 is increased to £5.50 to cover the VAT increase and that there is a reduction in the previously agreed child price from £3.40 to £3.10. Residents will continue to get half price entry at £2.75.

## **Exhibitions**

- 3.1.9 Prices have been held since exhibition charges were first introduced in April 2008. They now need to be increased due to VAT rises. An increase to £6.00 basic adult price is proposed. The Towner Art Gallery Eastbourne is currently charging £5.50 for its Eric Ravilious Exhibition. Residents would enjoy admission at half price - £3.00.

## **3.2 Commercial Hire**

- 3.2.1 In line with many corporate hire venues, 2009/10 was a difficult year for the Royal Pavilion & Museums due to the economic downturn. The decision was made to hold pricing for 2010/11 and it is suggested pricing is held again for 2011/12.
- 3.2.2 Wedding ceremony prices have been reviewed and it is proposed to increase charges by £40 to £600 for a Ceremony in peak season in the Red Drawing Room. This compares to £500 for the Bandstand (2010-11).
- 3.2.3 It is proposed to introduce charges for the hire of the Eastern Lawns. The proposal for use of Eastern Lawns has been laid out in the Royal Pavilion & Museums Garden Strategy agreed by the Culture, Recreation & Tourism Cabinet member at the meeting on 15 June 2010. All events on the Eastern lawns to be agreed on a commercial hire basis ie no free events and events must meet the specific criteria of the Gardens Strategy. All above prices are laid out in Appendix C.

## **3.3 Image Reproduction**

- 3.3.1 Over the last five years, huge developments in the use of digital technologies for creating, supplying and promoting the images contained within our collection have taken place. These developments have completely changed the way we work and competition within the market place has made it necessary to overhaul the way we supply and charge for image reproductions from our collections as existing charges are based on the production and sale of slides and transparencies rather than digital formats.
- 3.3.2 Through Renaissance in the Regions funding we have invested in new technology to make images for which we have copyright purchasable on-line. It is planned to launch this service in September so prices will need to have immediate effect. Proposed pricing is attached in Appendix D.
- 3.3.3 Research has been carried out into pricing of other Museum image services including those of the V&A, National Gallery, Science Museum, Ashmolean Museum and Museum of London.

## **4. CONSULTATION**

- 4.1 *Admission charges:* Sealife Centre, Leeds Castle, Historic Royal Palaces; Petworth House, Arundel Castle, Roman Baths, Waddesdon manor & Gardens, Warwick Castle; Charleston; Firle Place; Michelham Priory.
- 4.2 *Admission charges:* on-going user surveys of customers. 11,000 surveyed at Royal Pavilion 09/10, 60 surveyed at Preston Manor 09/10
- 4.3 *Corporate Hire:* Jubilee Library, Hove Centre, Brighton Centre, Lighthouse, Sallis Benny, Historic Royal Palaces.
- 4.4 Image Reproduction: V&A, National Gallery, Science Museum, Ashmolean Museum and Museum of London.

## 5. FINANCIAL & OTHER IMPLICATIONS:

### Draft Financial Implications:

- 5.1 The Royal Pavilion & Museums (RPM) has a current year income target of £3.149m (£1.830m for services outlined in this report) increasing by 2% in line with corporate budget setting guidelines to £3.212m (£1.867m relating to this report) in 2011/12. Currently, income targets are expected to be achieved in 2010/11.

By adopting the fees and charges policy mentioned in the report, admission income at the Royal Pavilion will improve by approximately £5k against target for the period January to March 2011, but will lose £13k against target in 2011/12 because net income to the service will rise less than the target inflation of 2%. This assumes current visitor projections (285,000) occur again next year, but there are indications (as in para 3.1.5 of the report) of a possible up-turn in visitor numbers.

For commercial hire services, prices (other than ceremonies) have been held, but new services have been added such as hiring of the Eastern Lawns which will hopefully ensure targets are met after a period when the RPM has struggled to attract this type of income. New services and ways of achieving income are important to the future development of the RPM and Appendix D details the new digital imaging charges. The likely income from these have yet to be calculated, but should help towards achievement of RPM income targets.

Finance Officer Consulted: Peter Francis

date: 23 August 2010

### Legal Implications:

- 5.2 The recommendations in this report are considered to be reasonable and there are no adverse legal implications arising

Lawyer consulted: Bob Bruce

date: 23 August 2010



### Equalities Implications:

- 5.3 Concessionary admission charges are available to Senior Citizens, students, unemployed people, and people with a disability. A charity group rate is offered. There is an annual free day. Resident adults are offered half price admission and resident children don't pay admission. Brighton and Hove schools don't pay admissions. Brighton & Hove young people and children in care also gain free admission whether resident in Brighton & Hove or not through the Children & Young People's Trust Listen Up scheme.

Equalities Officer Consulted : Maureen Pasmore date: 23 August 2010

### Sustainability Implications:

- 5.4 Many services have to generate income in order to contribute towards the costs of the provision. If Royal Pavilion & Museums are not run and marketed in the same way as comparable visitor attractions, and consequently generate reasonable amounts income, the service to the public is placed at risk.

### Crime & Disorder Implications:

- 5.5 None

### Risk & Opportunity Management Implications:

- 5.6 Failure to increase charges will have an impact on the service's ability to meet income targets and efficiency savings.

### Corporate / Citywide Implications:

- 5.7 The Royal Pavilion & Museums play a vital role in the cultural, learning and economic life of the city, and its visitor offer.

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

- 6.1 Action is required to meet income targets.

## **7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 **Admission charges.** To continue to remain competitively priced within the visitor attraction industry. Advance price setting important for good customer relations and means that we can maximise coverage in the industry press, and provide correct information at trade fairs to help secure bookings.

- 7.3 **Commercial hire Prices.** To agree prices for commercial hire.
- 7.4 **Image Reproduction:** To enable the service to launched its new on-line image reproduction service.

### **SUPPORTING DOCUMENTATION**

#### **Appendices:**

1. Appendix A: Proposed admission charges 2011-2014
2. Appendix B: Comparator admission charges
3. Appendix C: Proposed corporate hire rates 2011/12
4. Appendix D: Proposed image reproduction fees

#### **Documents in Members' Rooms**

- 1.
- 2.

#### **Background Documents**

1. Culture, Recreation & Tourism Committee, Admission Charges for the Royal Pavilion & Preston Manor, 12 September 2007
2. Cabinet Member Report Royal Pavilion & Museums Fees & Charges, December 2008
3. Cabinet Member Report Royal Pavilion & Museums Fees & Charges, September 2009

## Proposed 2011/14 Admission Charges

N/A prices not previously agreed

(Charges are inclusive of VAT at the rate indicated)

Dates	2010/2011	4/1/2011- 31/3/2012	2011/12		2012/13		2013/14	
	Current	Proposed	Previously Agreed	Proposed	Previously Agreed	Proposed	Previously Agreed	Proposed
VAT Rate	17.5%	20.0%	17.5%	20.0%	17.5%	20.0%	17.5%	20.0%
<b>Royal Pavilion</b>								
Adult	£9.50	£9.80	£10.00	£10.00	£10.50	£10.50	£10.50	£10.50
Adult groups/promotions	£8.55	£8.80	£9.00	£9.00	£9.45	£9.45	£9.45	£9.45
B & H Schools	Free	Free	Free	Free	Free	Free	Free	Free
Child	£5.40	£5.60	£5.70	£5.70	£5.90	£5.90	£5.90	£5.90
Child Group	£4.85	£5.00	£5.10	£5.10	£5.30	£5.30	£5.30	£5.30
Concession Senior/Student	£7.50	£7.80	£8.00	£8.00	£8.50	£8.50	£8.50	£8.50
Concession Group	£6.75	£7.00	£7.20	£7.20	£7.65	£7.65	£7.65	£7.65
Family 1 Adult & 2 Children	£14.90	£15.40	£15.70	£15.70	£16.40	£16.40	£16.40	£16.40
Family 2 Adult & 2 Children	£24.40	£25.20	£25.70	£25.70	£26.90	£26.90	£26.90	£26.90
Resident Adult	£4.75	£4.90	£5.00	£5.00	£5.25	£5.25	£5.25	£5.25
Resident Child	Free	Free	Free	Free	Free	Free	Free	Free
<b>Preston Manor</b>								
Adult	£5.00	£5.50	£5.40	£6.00	£5.80	£6.20	£5.80	£6.20
Adult groups/promotions	£4.50	£5.00	£4.85	£5.40	£5.20	£5.60	£5.20	£5.60
B & H Schools	Free	Free	Free	Free	Free	Free	Free	Free
Child	£3.00	£3.10	£3.40	£3.20	£3.80	£3.30	£3.80	£3.30
Child Group	£2.70	£2.80	£23.05	£2.90	£3.40	£3.00	£3.40	£3.00
Concession Senior/Student	£4.00	£4.50	£4.40	£5.00	£4.80	£5.20	£4.80	£5.20
Concession Group	£3.60	£4.00	£3.95	£4.50	£4.30	£4.70	£4.30	£4.70
Family 1 Adult & 2 Children	£8.00	£8.60	£8.60	£9.20	£9.60	£9.50	£9.60	£9.50
Family 2 Adult & 2 Children	£13.00	£14.10	£14.00	£15.20	£15.40	£15.70	£15.40	£15.70
Resident Adult	£2.50	£2.75	£2.50	£3.00	£2.90	£3.10	£2.90	£3.10
Resident Child	Free	Free	Free	Free	Free	Free	Free	Free
<b>Exhibitions</b>								
Adult	£5.00	£6.00	N/A	£6.00	N/A	£6.00	N/A	£6.00
Adult groups/promotions	£4.50	£5.40	N/A	£5.40	N/A	£5.40	N/A	£5.40

B & H Schools	Free	Free	N/A	Free	N/A	Free
Child	Free	Free	N/A	Free	N/A	Free
Child Group	Free	Free	N/A	Free	N/A	Free
Concession Senior/Student	£3.00	£4.00	N/A	£4.00	N/A	£4.00
Concession Group	£2.70	£3.60	N/A	£3.60	N/A	£3.60
Resident Adult	£2.50	£3.00	N/A	£3.00	N/A	£3.00
Resident Child	Free	Free	N/A	Free	N/A	Free
Guided Tours	£3.00	£3.50	£4.00	£4.00	£5.00	£4.50
Corporate Guided tours	£4.15	£5.00	N/A	£5.50	N/A	£6.00

### Comparator Pricing

Prices 2010/2011			
	CHILD	ADULT	CONC
<b>Royal Pavilion</b>	<b>£5.40</b>	<b>£9.50</b>	<b>£7.50</b>
Arundel Castle	£7.50	£16.00	£13.50
Buckingham Palace	£9.75	£17.00	£15.50
Hampton Court Palace & Gardens	£7.50	£14.00	£11.00
Harewood House	£6.50	£13.00	£12.00
Kensington Palace	£6.25	£12.50	£11.00
Leeds Castle	£10.00	£17.50	£15.00
Petworth House & Park	£5.00	£9.90	£9.90
Sea Life Centre	£10.50	£15.50	£13.00
The Roman Baths, Bath	£7.50	£12.25	£10.00
Waddesdon Manor & Gardens	£11.00	£15.00	£15.00
Warwick Castle	£11.95	£19.95	£13.95
Windsor Castle	£9.50	£16.00	£14.50
<b>Preston Manor</b>	<b>£3.00</b>	<b>£5.00</b>	<b>£4.00</b>
Anne of Cleves House	£2.10	£4.20	£3.70
Charleston	£5.00	£9.00	£8.00
Firle Place	£3.50	£6.50	£6.00
Luxted, Home of Charles Darwin, Kent	£4.70	£9.30	£7.90
Michelham Priory	£3.40	£6.50	£5.50
Parham Park	£4.00	£8.00	£7.00
St Mary's House & Garden Bramber	£3.00	£7.00	£6.50
<b>Brighton Museum &amp; Art Gallery Exhibition</b>	<b>£0.00</b>	<b>£5.00</b>	<b>£4.00</b>
Towner, Eastbourne (Ravilious Exhibition)	£0.00	£5.50	£4.00
Birmingham (T Rex Exhibition)	£4.00	£5.00	£4.00

## Proposed 2011/12 Corporate Hire Rates

**NB. Concessionary rate and BHCC internal hiring 20% discount applies**  
(Room hire is VAT exempt)

Venue / Room	2010/11 Rate	Proposed 2011/12 Rate
<b>Royal Pavilion</b>		
Great Kitchen	£2,200	£2,200
Great Kitchen and Banqueting Room	£3,255	£3,255
Music Room	£2,200	£2,200
Music Room, Banqueting Room and Great Kitchen	£4,750	£4,750
<b>William IV Room</b>		
4 hour booking - corporate	£980	£980
4 hour booking – wedding reception	£1,020	£1,020
all day rate (8am-6pm)	£1,350	£1,350
<b>Red Drawing Room</b>		
evening hire	£980	£980
all day rate (8am-6pm)	£1,350	£1,350
civil wedding ceremony (high season May-Sept)	£560	£600
civil wedding ceremony (low season Oct-April)	£510	£560
William IV and Red Drawing Room - wedding ceremony and reception package (high season May-Sept)	£1,480	£1520
William IV and Red Drawing Room - wedding ceremony and reception package (low season Oct-April)	£1,430	£1480
William IV and Red Drawing Room Day Conference package	£1,600	£1,600
Evening guided tour - charge per person - min charge for 25	£4.15	£5.00
<b>Small Adelaide</b>		
per 2 hour booking	£100	£100
Gardens (half day – Western Lawns)	£700	£700
Gardens (eastern lawns) Grounds Fee	New	£3-5,000
Gardens (eastern lawns) event management fee day rate	New	£2,000
<b>Preston Manor</b>		
House Dinner	£900	£900
House Drinks Reception	New	£550
Lawns	£1,400	£1,400
Meeting Room - New facility		

4 hour booking	£50	£50
all day rate (9am-5pm)	£100	£100
NB. Stewarding for meeting room charged separately		
<b>Brighton Museum &amp; Art Gallery</b>		
Entire Museum	£2,200	£2,200
Ground floor	£1,420	£1,420
Education Pavilion -		
4 hour booking	£65	£65
all day rate (9am - 5pm)	£130	£130
NB. Stewarding for Education Pavilion charged separately		
Seminar Room -		
4 hour booking	£45	£45
all day rate (9am - 5pm)	£90	£90
NB. Stewarding for Seminar Room charged separately		
<b>Courthouse lecture theatre</b>		
half day rate / evening lecture	£525	£525
all day rate (8am-6pm)	£1,000	£1,000

## Proposed Image Reproduction & Licensing rates – Immediate effect

### Hardcopy Prints

A4 (8x10 inches; 254x203mm)	10.00
A3 (16x12 inches; 406x305mm)	30.00
A2 (24x20 inches; 609x508mm)	60.00
A1 (36x24 inches; 914x609mm)	90.00
A0 (48x36 inches; 1219x914mm)	150.00

### Digital Images

Digital Image (for private, non-reproduction purposes) From existing digital images	
Low resolution	0.00
High resolution	10.00

Image Supply	
By email or online transfer	0.00
By CD (per disc)	5.00

### Creation of new images

New Digital Images	
Scanning	15.00
In-house photography	50.00
External photography	Negotiable

### Commercial Licensing

The intention is to streamline the charges for commercial licensing of images and to take into account all types of new media formats. Based on the experience of the last two or three years pricing has been rationalised to be competitive and encourage sales of images from out collections.



<b>Books (including audio books, podcasts and e-books)</b>		
	inner page	cover
Print run up to 1000 units: No reprint charge	£10.00	£50.00

Print run over 1000 units		
Single country	£60.00	£200.00
World	£100.00	£300.00
Reissue in a different format (eg e-book, revised edition) will be charged again. All podcasts and e-books will automatically be considered to have an equivalent print run over 1000.		

<b>Newspapers (includes web use for same feature)</b>	inner page	cover
Provincial paper	£20.00	£50.00
National paper	£60.00	£150.00

Magazines (includes web use for same feature)		
	inner page	cover
Local	£20.00	£50.00
National	£60.00	£150.00

<b>Television (cable, digital, satellite, terrestrial and web streaming / on-demand)</b>		
Provincial broadcast:	£40.00	
Single country broadcast:	£75.00	
World broadcast rights:	£150.00	
10 year buyout	£300.00	
All retail DVD, Blu-Ray and direct pay per view will require 10 year buyout rights.		

Commercial Web, Product and Site use (eg display panels, greeting cards, stationery etc.)		
One time use, Brighton & Hove based business	£25.00	
One time use, Non Brighton & Hove based business	£100.00	
10 year buyout	£300.00	

