Brighton & Hove City Council

Overview & Scrutiny

Title:	**Culture, Tourism & Enterprise Overview & Scrutiny Committee**
Date:	**30 September 2010**
Time:	**4.00pm**
Venue	**Council Chamber, Hove Town Hall**
Members:	**Councillors:** Kennedy (Chair), Drake (Deputy Chairman), Davis, Harmer-Strange, Marsh, C Theobald, Turton and Randall
Contact:	**Julia Riches/Karen Amsden** **Scrutiny Support Officer** julia.riches@brighton-hove.gov.uk/karen.amsden@brighton-hove.gov.uk

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AGENDA

Contact Officer: *Tom Hook* *Tel: 29-1110*
Ward Affected: *All Wards;*

26. ITEMS TO GO FORWARD TO CABINET, THE RELEVANT CABINET MEMBER MEETING OR COUNCIL

To consider items to be submitted to the next available Cabinet, Cabinet Member Meeting or to Council.

PART TWO

27. MINUTES FROM 1 JULY 2010 - PART 2

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.

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For further details and general enquiries about this meeting contact Julia Riches (email julia.riches@brighton-hove.gov.uk) or email scrutiny@brighton-hove.gov.uk

Date of Publication - Wednesday, 22 September 2010

Agenda Item 14

To consider the following Procedural Business:-

A. Declaration of Substitutes

Where a Member of the Committee is unable to attend a meeting for whatever reason, a substitute Member (who is not a Cabinet Member) may attend and speak and vote in their place for that meeting. Substitutes are not allowed on Scrutiny Select Committees or Scrutiny Panels.

The substitute Member shall be a Member of the Council drawn from the same political group as the Member who is unable to attend the meeting, and must not already be a Member of the Committee. The substitute Member must declare themselves as a substitute, and be minuted as such, at the beginning of the meeting or as soon as they arrive.

B. Declarations of Interest

(1) To seek declarations of any personal or personal & prejudicial interests under Part 2 of the Code of Conduct for Members in relation to matters on the Agenda. Members who do declare such interests are required to clearly describe the nature of the interest.

(2) A Member of the Overview and Scrutiny Commission, an Overview and Scrutiny Committee or a Select Committee has a prejudical interest in any business at meeting of that Committee where –
(a) that business relates to a decision made (whether implemented or not) or action taken by the Executive or another of the Council's committees, sub-committees, joint committees or joint sub-committees; and
(b) at the time the decision was made or action was taken the Member was
(i) a Member of the Executive or that committee, sub-committee, joint committee or joint sub-committee and
(ii) was present when the decision was made or action taken.

(3) If the interest is a prejudicial interest, the Code requires the Member concerned:-
(a) to leave the room or chamber where the meeting takes place while the item in respect of which the declaration is made is under consideration. [There are three exceptions to this rule which are set out at paragraph (4) below].
(b) not to exercise executive functions in relation to that business and

(c) not to seek improperly to influence a decision about that business.

(4) The circumstances in which a Member who has declared a prejudicial interest is permitted to remain while the item in respect of which the interest has been declared is under consideration are:-

(a) for the purpose of making representations, answering questions or giving evidence relating to the item, provided that the public are also allowed to attend the meeting for the same purpose, whether under a statutory right or otherwise, BUT the Member must leave immediately after he/she has made the representations, answered the questions, or given the evidence,

(b) if the Member has obtained a dispensation from the Standards Committee, or

(c) if the Member is the Leader or a Cabinet Member and has been required to attend before an Overview and Scrutiny Committee or Sub-Committee to answer questions.

C. Declaration of Party Whip

To seek declarations of the existence and nature of any party whip in relation to any matter on the Agenda as set out at paragraph 8 of the Overview and Scrutiny Ways of Working.

D. 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 the category under which the information disclosed in the report is confidential and therefore not available to the public.

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

AGENDA ITEM 15

BRIGHTON & HOVE CITY COUNCIL

CULTURE, TOURISM & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

4.00PM 1 JULY 2010

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillors Kennedy (Chair); Drake (Deputy Chairman), Davis, Harmer-Strange, Marsh, Randall and Smart

Co-opted Members:

PART ONE

1. PROCEDURAL BUSINESS

Apologies from Cllr Craig Turton

Substitutes
Cllr David Smart for Cllr Carol Theobald

Declarations of interest
The Chairman, Councillor Amy Kennedy declared an interest: in Item 13 on Major Projects "As a member of the Planning Committee I will be required to determine any planning application submitted in respect of this project. My involvement in the scrutiny function in respect of the project is not to be interpreted as any pre-disposition or pre-determination of that planning application on my part. Any such planning application will be treated entirely on its planning merits and I am able to participate in the overview and scrutiny process accordingly."

Exclusion of the press and public
In accordance with section 100A(4) of the Local Government Act 1972, it was considered whether the press and public should be excluded from the meeting during the consideration of any items contained in the agenda, having regard to the nature of the business to be transacted and the nature of the proceedings and the likelihood as to whether, if a member of the press and public were present, there would be disclosure to them of confidential or exempt information as defined in section 1001(1) of said Act.

RESOLVED – *that the press and public are excluded from the meeting during item 13, Major Projects Update*

2. CHAIRMAN'S COMMUNICATIONS

The Chair of the Committee, Councillor Amy Kennedy welcomed all to the meeting, particularly the Cabinet Member Councillor David Smith. She paid tribute to Councillor Bill Randall as the previous Chair of the Committee and wished to record her personal thanks for all his hard work.

Councillor Kennedy reminded the Committee of the fantastic success of the Brighton Festival, which had happened since the Committee had last met. She had been particularly impressed by the Fabrica Exhibition by Brian Eno. Andrew Comben was due to be invited to the next meeting of the Committee to provide an update on the Festival. Two other events were the Dark Day in Paradise at the Pavilion and Blind Art at Hove Museum. The Marathon had been great and an update would be requested for a later meeting. Councillor Marsh reminded the Committee that the performance “Before I Sleep” was fantastic and due to finish at the weekend.

3. MINUTES OF THE PREVIOUS MEETING

Councillor Davis asked for an update on Ms Murray’s visit to Falmer (para 63). Ms Murray informed the Committee that she had met with the organisers and they were only allowed to hold two events a year.

RESOLVED – *that the minutes of the meeting on 1 April 2010 be approved and signed by the Chair.*

4. WRITTEN QUESTIONS AND LETTERS FROM COUNCILLORS

There were none.

5. VERBAL PRESENTATION ON THE ARCHAEOLOGICAL REVIEW

Mr Richard Le Saux, Senior Keeper, Keeper of Local History & Archaeology gave a presentation on the archaeological review (for copy see minute book). He explained that the Collections Review was a formulaic process that assessed five principal areas: curatorial, use, significance, collections care and museum context. He explained what each of these areas covered. The review was carried out by Dr Pope, an external specialist, with the help of the in-house subject specialists. Dr Pope had recommended that the flora and fauna in the Booth museum was included in the review.

The Ice Age collections were fantastic and represented the fundamental questions of what it is to be human, the emergence of our species, and the extinction of other branches of the human tree. The artefacts in Brighton & Hove tell a global story. Dr Pope had concluded that the Royal Pavilion and Museum holds regionally important collections with research potential. The Collections were locally relevant to the story of science in Brighton during 19th Century and the emergence of public archaeology. Mr Le Saux circulated a 420,000 year old axe for the Committee to see.

Following a question on the Amber Cup, Mr Le Saux informed the committee that it was in the British Museum on a temporary loan for the project with the BBC in 'A history of the world in 100 objects'.

Ms Janita Bagshawe, Head of Royal Pavilion & Museums, informed the Committee that the review was funded externally by Renaissance funding and the Effective Collections fund (from the Museums Association). The Egyptology room had also been externally funded by this.

A question was asked on what was planned after the review and Ms Bagshawe confirmed that the long term plan would be to get a proper display. It would be good to get the artefacts into the community like the micro museums.

Mr Le Saux explained how the ice age axe had been dated, through the use of typology. Similar had axes had been found in contexts that had been dated using oxygen isotope dating. The axe looked the same as the dated ones, had been made using the same techniques and was found in similar geological context, so it was reasonable to suggest that it was the same age as the axes that had been dated.

A question was asked about school visits and Ms Bagshawe noted that the artefacts do not always fit with the school curriculum, for example, there are no Tudor exhibits here. As the curriculum becomes looser, there would be more opportunities.

After a question on regional comparators, Mr Le Saux informed the Committee that Maidestone had comporable flora and fauna, but not human exhibits. Perhaps our Museums Service should act as a regional centre for ice age collections.

The Chair thanked Mr Le Saux for his fascinating presentation.

6. VERBAL UPDATE ON RENAISSANCE FUNDING

Ms Bagshawe informed the Committee that Renaissance funding had been available since 2002/3. There were 9 hubs across England with 4 or 5 museums in each hub. Initially, Brighton & Hove received £300,000 as a phase 2 hub then got just under £1m per year. This was year 4. The review of Renaissance funding ended last year. The in year savings had not affected programmes at the moment. Ms Bagshaw outlined some of the programmes funded by Renaissance including: work on documentation of artefacts; putting 30,000 items on line; 4 micro museums; the Egyptology room; the Indian Hospital exhibition; work in the sub-regions; and the redisplay of the ethnographic exhibitions.

The Museums, Libraries & Archives (MLA) review was considering core funded museums with designated collections and big audiences. This would be 5 year funding. Challenge funding is being considered for other museums which would involve a strategic commissioning approach. Ms Bagshawe noted that it was not yet clear what the Coalition Government was planning. The spending review in the Autumn was critical.

It was agreed to add an item on the work programme at a later date to update on the Renaissance funding.

The Chair thanked Ms Bagshawe and it was noted how well the funding had been used.

7. BRIGHTON & HOVE'S PROGRAMME FOR 2012

Ms Paula Murray, Head of Culture & Economy introduced the report. This was a regular update report. The appointment of the 2012 Legacy Manager was an important step. The 2012 strategy had three strands: profile, participation and infrastructure. The last of these was an opportunity to tell a positive story about the development of sports infrastructure in the city. It was a simple framework to fit a lot in. The Appendices listed events that have happened and are planned.

Questions were asked about what was happening to free swimming in the city, why was Big Dance chosen for the one item in 2012 when it happened this year, and why was the Open Weekend not being promoted this year? Ms Murray said that this year's Big Dance was a pilot. Ms Pauline Freestone, 2012 Co-ordinator explained that there were 5 strands to Big Dance and primary schools were linked in to perform a dance. There were also community links and workshops for older people, those with disabilities, and those with impaired hearing. The Open Weekend was under the Cultural Olympiad banner initially, but that had fallen away now. There would be coverage of the Open Weekend but no leaflets.

The Cabinet Member for Culture, Recreation and Tourism, Councillor David Smith confirmed that there would be a statement shortly on free swimming in the city.

Following a question on the athletic track at Withdean, Councillor Smith confirmed that one of the main aims was to get a state of the art athletic track back when the football team had moved. Mr Scott Marshall, Director of Housing, Culture, and Enterprise noted that there was an open dialogue with the football club on these issues.

The events in the suburbs of the city were welcomed, as well as central events. The example of local community bands was given. Following a question on are there any partners the Council wished to work with and weren't Ms Murray told the Committee that they would like to be more involved in the national programme and were working on that. The idea of attracting athletes to the city was no longer a viable one, although the Yellow Wave is a recognised facility.

Following a question on the fall in tourism during 2012, Mr Adam Bates, Head of Tourism and Venues noted that it was hard to predict. Evidence in Greece showed that over the whole year of the Olympics, the effect was neutral. The two core areas they were focusing on were: the attention of the world's media and they would work hard with accredited and non-accredited journalists to make the most of this; and the increase in business and conference events.

RESOLVED – *to note the report and endorse the activity to date, to continue to endorse the partnership approach, to support the council in facilitating the strategy, to support the branding, and to agree a regular update*.

8. THE CITY'S APPROACH TO TOURISM

Mr Bates outlined the report and thanked the Committee for the opportunity to bring the report to them. The strategy was about sustaining and creating jobs. The service used intelligence and data significantly to design and shape what they do and to guide decisions. There was a lot of partnership working with 330 partners. So far, the lack of funding had not stopped innovation. They were also responsive and when the economic downturn hit in 2008, they pulled all partners together at once to discuss the issues. There was also a lot of cross-authority working – all the 8 million visitors experience the city across the board (eg highways, museums, safety etc). Councillor Smith added that to be in the top 10 cities was fantastic and there was a need to balance to day and night time economy.

Mr John Carmichael, Marketing Manager, showed a quick video promoting Brighton & Hove.

A question was asked about the deal with the Oyster card in London. Mr Bates explained that this was totally funded by First Capital Connect who were also funding a small guide for Time Out. The Council were working with transport providers to bring people into the city. It was acknowledged that the engineering works can be an issue. Seasonability was a big issue for tourism and it is about spreading the benefits. The marathon in April was a good example of this. On the issue of the nightime economy, the Council had Beacon Status.

A question was asked why so many visitors were from Germany and Mr Carmichael replied that there had been a PR agency promoting the city to German speakers for the last three years and the number of visitors had grown year on year. German publications had been targeted and there were great benefits for the city.

On the Brighton Centre, they were in the process of making moderate investments to compete in the market. On the figures for English language students in the city, there was a paucity of data but this was a relatively well managed sector. ‘Operation Colombus’ had been a partnership of the schools, the Council and the police for over 10 years. It was remarked that looking after overseas students brought money into communities.

Following a question on an apparent discrepancy in the figure for overnight stays (17% or 40%) it was suggested that one was a figure from the UK and one from international visitors. The 17% was more accurate. Mr Bates explained that the main focus was to deliver staying visitors. There was an issue around lower occupancy of stock at around 60% but the spend delivered was higher than average.

The Chair thanked Mr Bates and his team for an informative and interesting report.

9. CREATIVE INDUSTRIES IN BRIGHTON & HOVE

Ms Murray introduced the report which gave an update on the creative industries and on New England House. She informed the Committee that they were currently recruiting a sub-sectoral post (to focus on creative and environmental industries). The last audit of creative industries was 2007 and they were updating this. Space was still a major issue.

Mr Max Woodford, Project Manager, outlined the strategy for New England House. New England House provided affordable, subsidised units and had a waiting list but there was an issue over the lack of high-tech space. DCA Consulting had been appointed to prepare the business case. They would talk to existing building users: it was not about moving tenants but making better use of the space.

The issue of affordable space was raised and Mr Woodford suggested that tiered rates may be used. There was a tension between lower rents and protecting income. They were also aware of the needs for high speed cables to fit the digital industries. This would be addressed in the next stage of the plan. The universities and Wired Sussex were both involved in the process. Committee members welcomed the involvement of these partners.

The idea of transferring assets to the community so the building was run by a trust was suggested. Mr Woodford noted that a report would go to Cabinet in September and then the discussions would be around what sort of a vehicle was appropriate to take New England House forward.

RESOLVED - *that a verbal update be given to the Committee after the Cabinet Meeting in September.*

10. LOCAL AREA AGREEMENT - 2009/10 PROGRESS UPDATE. RECESSION RELIEF WORK PHASE 2 PERFORMANCE FOCUS

Mr Richard Miles, Performance Analyst, introduced the report. In the LAA targets, only one was significantly off target and that was the NEET figure. The Appendix gave an update over the last year and it would be brought back in 6 months time.

The national economic data lags by around two years. Brighton & Hove commissioned an economic forecast based on local and national information. The growth rates (in the projections) are positive and up 14-18%. In the Gross Value Added (GVA) projections, the higher sectors such as banking are doing well. The overall picture was a positive one.

The vacancy rates were not as bad as national figures – there were some areas of concern but these were being addressed by the empty premises team. They had worked with local artists and also used images from the museum service to improve empty premises.

Following a question on school visits, Ms Bagshawe explained that 2 museums in the sub region had dropped out of the programme and this had impacted on the figure.

A Committee Member asked whether there could be a report on the knowledge economy. Mr Marshall confirmed there was no indicator on this but they would consider how to take this further.

Preston Street was raised as a concern and the Committee were told that there was funding for a mini masterplan for Preston Street. The Council were working with businesses to put this together. The images used in the empty shop fronts were emergency measures to make it look better.

A discussion took place over what the subject should be for the focus of the next report and it was agreed that this would be worklessness with an emphasis on young people.

RESOLVED – *that the area of focus for overview on the next report would be worklessness with an emphasis on young people.*

11. WORK PROGRAMME

The workshop on the leisure management contract was confirmed as July 27 from 1-3pm in R431, King's House.

Andrew Comben, Chief Executive of the Dome and Festival would be invited to give a presentation at the next meeting on the Festival.

The other areas on the agenda for September were: marketing and use of Council Premises; legibility study; marathon feedback; ad-hoc panel report; workshop feedback; Local Economic Assessment.

Other future issues included: co-operatives; the business case for culture; report on the implications for the cultural sector from the changes underway.

12. ITEMS TO GO FORWARD TO COUNCIL, CABINET OR THE RELEVANT CABINET MEMBER MEETING

There were none.

13. MAJOR PROJECTS UPDATE

The meeting concluded at 7pm

Signed Chair

Dated this day of

A study of the economic impact of the inaugural Brighton marathon

On behalf of the Grounded Event Company and Brighton & Hove City Council

June 2010

Prepared by:

TSE Research Services

40 Chamberlayne Road
Eastleigh
Hampshire
SO50 5JH

TOURISM SOUTH EAST

MRS COMPANY PARTNER

CONTENT

EXECUTIVE SUMMARY

Background to Study

Major sporting events represent a strong vehicle for public sector investment based on the potential returns. The methods used to derive the economic impact of the inaugural Brighton Marathon is based on the UK Sport approved *eventIMPACTS* model, a methodological framework developed by UK Sport and six other public sector partners (London Development Agency, EventScotland, Yorkshire Forward, VisitBritain, North West Development Agency and Glasgow City Marketing Bureau) to standardise the way in which the impacts of major events are measured.

Direct and Total Economic Impact

Economic impact is defined as the net change in the local economy which can be directly attributable to an event taking place. It focuses on the spending in the local economy of people from outside the local economy such as competitors, the media, spectators and the event organisers.

For the purpose of this report, we have assessed the economic impact on the Brighton & Hove economy as a result of hosting the 2010 inaugural Brighton Marathon and have primarily focused on the expenditure of race competitors and spectators.

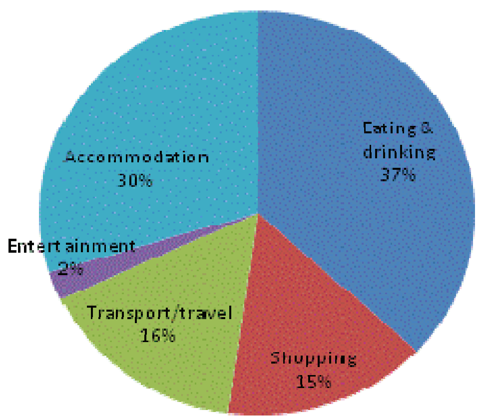
Based on the officially recommended research approach, the results of the study reveal a Direct Economic Impact of £2.6 million on Brighton & Hove (without accounting for multiplier effects). The principal drivers of the additional expenditure were spectators (57% of the direct impact) as they accounted for the largest group, followed by runners (28% of the direct impact). Spend in the local economy by the event organisers on the purchase or hire of local services and products and on local employee salaries accounts for 15% of the Direct Economic Impact.

An overview of the economic impact attributable to the event is presented in the table below.

Table (i) Direct economic impact outputs

	Expenditure	% of total
Non-resident spectator expenditure	£1,491,428	57%
Non-resident competitor expenditure	£734,511	28%
Sub-total	**£2,225,940**	**85%**
Organisational expenditure	£400,000	15%
Total expenditure	**£2,625,940**	**100%**
With composite multiplier 1.38	**£3,623,797**	

Figure (i) Distribution of direct impact



The largest single area of expenditure was on eating and drinking which accounted for 37% of total trip expenditure among non-resident spectators and race competitors (approx £823,600), followed closely by accommodation (accounting for 30% of total trip expenditure, or £662,200) with the event generating in excess of 1,000 additional commercial rooms sold in Brighton & Hove.

Many large events generate further expenditure in the local area as a result of knock-on effects arising from employees spending a proportion of their salaries in the local area and local supplier purchases known as the ‘multiplier effects’. Based on HM Treasury’s Guide to project appraisals and evaluations a composite multiplier of 1.38 is recommended for recreational projects. Applying this multiplier to the Brighton Marathon Direct Economic Impact figure generates a **Total Economic Impact figure of £3,624,000.**

Spectator Volume & Value

The inaugural Brighton Marathon attracted approximately 80,000 spectators. Of these 42% were local residents (33,600) and 58% (46,400) travelled from home locations outside Brighton & Hove.

The vast majority of non-resident spectators visited the city centre location that day specifically to watch the marathon (88%, representing a population of 40,976 people). The vast majority were in Brighton & Hove on a day trip, either travelling from home that day and returning to their home of the same day, or were on an overnight trip but staying in accommodation outside Brighton & Hove. Sixteen percent were staying overnight in Brighton & Hove, spending an average of 1.44 nights in the area.

Non-resident spectators who had come specifically to watch the Brighton Marathon spent just under £**1.5 million** during their visit based on an average spend per head (per trip) of £13.38 for those visiting for the day to £120.17 for those staying overnight in Brighton & Hove (based on a trip length of 1.44 nights).

Overall spectators generated 57% of the event's total economic impact.

Competitor Volume & Value

The total number of Brighton Marathon entries was 11,700, but in line with other UK marathons of this status, a 35% "no-show" dropped the number of actual runners starting the race on the day to 7,600.

Of these runners, approximately 20% (1,520) were local residents. The remaining 6,080 runners were broken down according to whether they were staying overnight in Brighton & Hove or were in Brighton for the race just for the day either staying overnight in a neighbouring town/city or as a ‘same-day’ visitor, travelling from their home and returning to their home on the same day.

The total economic impact attributable to runners who spent an overnight trip in Brighton & Hove was £590,724 based on an average trip expenditure of £225.95 per person. This expenditure covered an average trip length of 1.73 nights, providing an average expenditure of £130.60 per person per 24 hours.

The total economic impact attributable to runners who travelled to Brighton & Hove for the day either as a same-day visitor or as a visitor on an overnight trip but staying outside Brighton & Hove was £143,788 based on an average day expenditure of £41.49 per person.

The total economic impact attributable to Brighton marathon runners is **£734,511**. Overall runners generated 28% of the event's total direct economic impact.

1. INTRODUCTION

1.1 Study aims & objectives

This report presents the findings of a research study designed to assess the economic impact of the inaugural Brighton Marathon which took take place on Sunday 18th April 2010. The study was carried out by the Research Unit at Tourism South East (TSE) on behalf of the Grounded Event Company and Brighton & Hove City Council.

The aim of this study was to conduct a programme of primary research in order to arrive at an estimate for the total amount of additional expenditure generated in Brighton & Hove as a result of the Brighton Marathon taking place. This aim would be met by achieving the following objectives:

1. Conducting a face-to-face interview survey on a total sample of 300 spectators;
2. Conduct an online post-event follow-up survey with runners, setting the target response at 25% of the total survey population;
3. Creating a database of the responses received using a statistical survey package so that the relevant analysis could be conducted on the data;
4. Calculating the number of people attending the event who lived outside Brighton & Hove and who were in the area specifically to watch or take part in the Brighton Marathon;
5. Calculating the number of commercial bed- nights generated in Brighton & Hove in order to assess the impact made on commercial accommodation by non-residents;
6. Calculating the expenditure made by non- resident spectators and runners in Brighton & Hove;
7. Obtaining a record of all event-related expenditure in Brighton & Hove incurred by the organisers.

For clarity, it will be useful to establish what is meant by ‘economic impact’. In this study, we take this to mean the total amount of additional expenditure generated within the destination that can be directly or indirectly attributed to the staging of a major festival or event. It focuses on the spending in the local economy of people from outside the area. In this study we have included competitors and spectators.

In this study we measure Direct Economic Impact sometimes called the 'first round' of spending. In basic terms, this means direct transactions between those outside the host economy and those inside the host economy - for example between a non-resident spectator and the owner of a local restaurant.

We also apply a multiplier to capture the Total Economic Impact. This step is designed to make adjustments to the Direct Economic Impact to capture the subsequent 'secondary impacts' of additional spending within the host economy. For example, additional spending might arise from hotels purchasing more linen from local suppliers as a result of increased business as well as employees of the hotel and linen supplier spending their wages in the local area, resulting in sales for other businesses.

Whilst the focus of this study is the economic impact of the Brighton Marathon, the survey tools were also used to gather additional data on the profile of spectators and runners and on key features of their trip to Brighton & Hove including their levels of satisfaction with the event.

1.2 Research methodology

1.2.1 Officially endorsed approach

It is possible to calculate the additional expenditure generated by the Marathon using the relatively simple research tools of face-to-face interviews, online self-completion surveys and desk research. This additional expenditure can then be used as the basis for estimating the additional local income that has been generated by the event, providing an objective, statistically reliable assessment of the effect on the local economy.

To ensure that the methods we adopted for the impact evaluation was as robust as possible, the Research Unit consulted the UK Sport and Partners recommended *eventIMPACTS Toolkit* which has been designed to provide organisers and supporters of public events with some key guidance and good practice principles for evaluating the economic, social, environmental and media-related impacts associated with their event. The *eventIMPACTS Toolkit* helped to validate the ‘tried and tested’ methods which the Research Unit has been using for almost two decades as the primary methods recommended by the UK Sport toolkit are drawn on those this Unit and other Tourist Board Research Units have been using for many years.

1.2.2 Primary research to gather expenditure data

Sport event impact tends to be "competitor driven", that is the majority of the economic impact is attributable to competitors. However, findings from studies of the London Marathon reveal that spectators also make a significant contribution to the economic impact. Spectators keen to watch family and friends negotiate the 26 miles make up a sizeable volume of people who spend money on catering, retail, petrol, and for many of those staying overnight, on accommodation.

This study focused on the expenditure of competitors and spectators. Using a survey approach to gather primary data, the assessment involved:

- quantifying the proportion of respondents who live in Brighton & Hove and those who are from elsewhere;
- establishing basic characteristics of spectators e.g. where they live and composition of the party;
- quantifying the number of spectators staying overnight in Brighton & Hove and the proportion of these making use of commercial accommodation;
- quantifying how many nights those using commercial accommodation will stay in Brighton & Hove and what this accommodation is costing per night;
- quantifying for those staying overnight (commercially or otherwise) and day spectators, the daily expenditure in Brighton & Hove;
- establishing the proportion of people whose main reason for being in Brighton & Hove is the Marathon;

- from the above, estimate the direct and indirect economic benefit of the marathon on the economy of Brighton & Hove.

In total 300 spectators were randomly approached to be interviewed. Spectators were interviewed by a 10 strong team of researchers at strategic points along the route around the city centre and the information was collected using a standard questionnaire.

In order to minimise disturbance to runners and intrusion on immediate post-event celebrations and recovery/recuperation, a post-event online survey was designed for competitors. In total 2,927 competitors participated in the post-event online survey providing a response rate of 39%.

1.3 Study outputs

Results are presented in graph and table form with commentary and interpretation. Spectator survey results are divided into four spectator groups. These are 'Residents', 'Day trip spectator', 'Overnight trip spectator (in B&H)' and 'Overnight trip spectator (outside B&H)'. The definitions are provided below.

The competitor survey was designed to be as simple as possible to maximise response rates and for this reason, results can only be tabulated by 'Resident' and 'Non-resident' competitor.

Definitions:
Resident spectator - resident of Brighton & Hove
Day trip spectator - visitors who had come from and were returning to their normal place of residence on the same day
Overnight trip spectator (in B&H) – visitors who are staying overnight in Brighton & Hove
Overnight trip spectator (outside B&H) - visitors who are staying overnight outside Brighton & Hove

Survey findings are presented under the following key headings:

- Profile
- Trip features
- Event satisfaction
- Economic impact

2. SPECTATOR SURVEY RESULTS

2.1 Spectator profile

2.1.1 Group size and composition

The vast majority of spectators were in parties of more than one person. The average party size was 2.93 people (2.49 adults and 0.43 children).

Over two thirds of all spectator parties consisted of two adults (39%); around a quarter (23%) contained children.

Table 1: Average group size – by visitor type

Average number of people per group			
	Adults	Children	Total
Brighton resident	1.94	0.46	2.40
Day trip spectator	2.96	0.50	3.46
Overnight trip spectator (in B&H)	2.67	0.17	2.83
Overnight trip spectator (outside B&H)	3.17	0.58	3.75
All spectators	2.49	0.43	2.93

Table 2: Group composition

Group composition – all spectators	Count	%
One Adult	52	17%
Two Adults	116	39%
Three Adults	20	7%
Four Adults	28	9%
Five + Adults	16	5%
Adults Only	232	77%
One adult and one child	9	3%
One adult and two or more children	3	1%
Two adults and one child	9	3%
Two adults and two or more children	23	8%
Three adults and one child	7	2%
Three adults and two or more children	2	1%
Four or more adults with one or more children	15	5%
Adults and Children	68	23%
Total	300	100

2.1.2 Home origins

The majority of spectators were from home locations within the UK (99%). During the survey only three spectator parties from overseas was encountered (1%).

Table 3a: Domestic spectator origin

	Count	%
East Sussex	143	48%
West Sussex	48	16%
Greater London	21	7%
Surrey	18	6%
Hampshire	14	5%
Kent	10	3%
Essex	9	3%
Hertfordshire	6	2%
Oxfordshire	5	2%
Devon	3	1%
Scotland	3	1%
Gloucestershire	2	1%
Somerset (inc. Bristol)	2	1%
South Yorkshire	2	1%
Bedfordshire	1	<1%
Berkshire	1	<1%
Cambridgeshire	1	<1%
Dorset	1	<1%
Leicestershire	1	<1%
Staffordshire	1	<1%
Suffolk	1	<1%
Tyne & Wear	1	<1%
West Midlands	1	<1%
Wiltshire	1	<1%

Table 3b: overseas spectators origin.

	Count	%
Brazil	1	<1%
Canada	1	<1%
Spain	1	<1%

Nearly half (48%) of all spectators came from home locations within East Sussex (88% of these spectators were Brighton & Hove residents). Smaller proportions were from West Sussex (16%), Greater London (7%) and Surrey (6%).

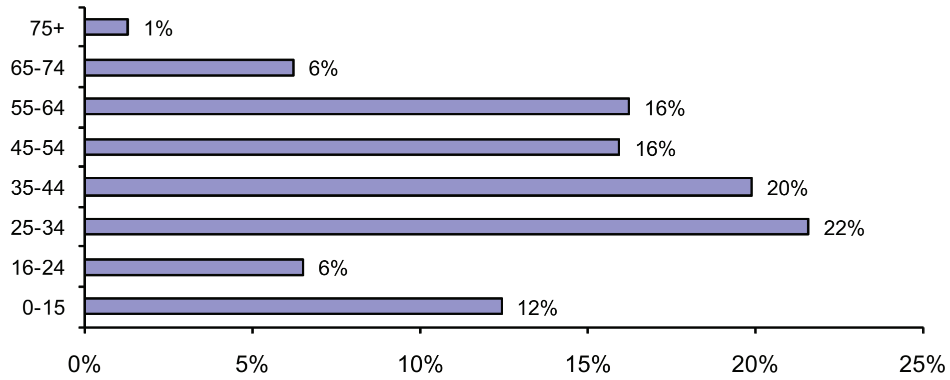
2.1.3 Age profile

When looking at the age distribution of spectators, there is a greater weight towards the younger age ranges, with 60% of all spectators being under 45 years of age.

The largest proportion of spectators fell into the 25 to 34 age category (22%), followed by the 35 to 44 (20%).

Overall, 88% of spectators were adults and 12% were children aged 15 or under.

Figure 1: Age Profile



2.2 Trip features

2.2.1 Type of trip

Out of the 300 spectators that were interviewed, 240 (80%) were day spectators. This was split relatively evenly between local residents (126, 42% of all spectators) and non-local day trip spectators (114, 38% of all spectators).

The remaining 20% of spectators were on an overnight trip. Of these 16% were staying overnight in Brighton & Hove, and the remaining 4% were staying outside the Brighton & Hove area.

Table 4: Sample by visitor type

	Count	%
Local resident	126	42%
Day trip spectator	114	38%
Overnight trip spectator (in B&H)	48	16%
Overnight trip spectator (outside B&H)	12	4%
Total	300	100%

2.2.2 First time visit

The vast majority of non-local spectators had visited Brighton & Hove previously.

A third (33%) of staying spectators outside Brighton & Hove were visiting for the first time, compared to 13% of staying spectators in Brighton & Hove and 7% of non-local day spectators.

2.2.3 *Main purpose for trip*

Spectators were asked whether the Brighton Marathon had been the main reason for their visit to Brighton & Hove. Overall, 83% replied it was their main reason and a further 2% said that it was part of the reason for their visit. For those spectators whose visit was not marathon related most had stopped to watch the marathon in passing by for other purposes, from taking a walk along the seafront, to meeting friends in town.

When split by visitor type, day trip spectators contained the highest majority (97%) of individuals who were in Brighton & Hove that day because of the Brighton Marathon. This compares with 75% of local resident spectators, 69% of overnight trip spectators staying in Brighton & Hove and 83% of overnight trip spectators staying outside Brighton & Hove.

Table 5: Whether marathon was the main reason for visit to Brighton & Hove – by visitor type

	All Spectators		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Yes	248	83%	75%	97%	69%	83%
No	46	15%	23%	1%	29%	17%
Part of the reason	6	2%	2%	2%	2%	0%
Total	**300**	**100**	**100**	**100**	**100**	**100**

2.2.4 *Accommodation used for overnight trips*

Sixteen percent of non-resident spectators stayed overnight in Brighton & Hove during their visit. A further 4% stayed overnight in accommodation outside Brighton & Hove. Of these spectators, six were staying in West Sussex, four in East Sussex and two in Greater London. The four who were staying in East Sussex were asked to name the town in which they were staying. Each visitor named a different town – Seaford; Peacehaven; Hassocks; Herstmonceaux

Most overnight visitors stayed in the home of a friend of relative, or stayed in a hotel.

Table 6: Type of accommodation used

Base: 60	Overnight trip spectator (in B&H)		Overnight trip spectator (outside B&H)	
	Count	%	Count	%
Home of friend/relative	21	44%	6	50%
Hotel	19	40%	3	25%
B&B/Guest House	4	8%	1	8%
University accommodation	2	4%	1	8%
Self catering (cottage/apartment)	1	2%	1	8%
Other	1	2%	0	0%
Total	**48**	**80%**	**12**	**20%**

2.2.5 *Length of trip*

Spectators staying overnight in Brighton & Hove spent on average 1.44 nights on their trip. A similar length of trip was also spent by those staying outside Brighton & Hove (avg. of 1.38 nights).

Dwelling time at the event itself ranged from 3.41 hours for local residents to 6.17 hours for spectators staying overnight outside Brighton & Hove.

Table 7: Average duration of visit - Hours

Average length of day visit	Count	Average (hours)	Minimum	Maximum
Day trip spectator	125	3.41	1	8
Overnight trip spectator (in B&H)	114	5.89	1	12
Overnight trip spectator (outside B&H)	48	5.17	1	10
Day trip spectator	12	6.17	3	10
All spectators	299	4.75	1	12

2.2.6 *Main mode of transport*

The vast majority of local resident spectators had walked to watch the marathon (82%).

Half (51%) of all day trip spectators had travelled by private vehicle and nearly half (45%) had travelled by train.

Half of all spectators staying overnight in Brighton & Hove typically walked to watch the Brighton Marathon from their accommodation base, whilst a third (33%) used their car. Only 8% used some form of public transport.

The majority of overnight spectators staying outside Brighton & Hove travelled to watch the Brighton Marathon by train (67%). A quarter used their car.

Table 8: Main mode of transport used to travel

	All Spectators		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Walked	127	42%	82%	0%	50%	0%
Car (incl. motorbike)	84	28%	6%	51%	33%	25%
Train	68	23%	5%	45%	6%	67%
Bus/coach service	11	4%	4%	4%	2%	8%
Bicycle	4	1%	2%	1%	0%	0%
Other	6	2%	2%	0%	8%	0%
Total	300	100%	100%	100%	100%	100%

2.2.7 *Park & Ride scheme utilization*

Thirty percent of all car users said that they had used the Park & Ride scheme. The use of the scheme was highest among spectators staying overnight outside Brighton & Hove.

Table 9: Use of Park & Ride scheme

	All Spectators		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Yes	25	30%	14%	34%	13%	67%
No	59	70%	86%	66%	88%	33%
Total	84	100%	100%	100%	100%	100%

2.2.8 *Information sources used*

Most spectators found out about the event from the sheer fact that a friend or relative was participating in it (61% of all spectators).

A further 17% of all spectators said that it was local knowledge/word of mouth that had been their main source of information about the event and 11% had seen a newspaper ad or feature on the event.

Five or fewer spectators mentioned posters, banners, running magazines, magazine adverts or the Visitor Information Centre.

Table 10: Information sources used to find out about event

	All Spectators *Base: 300*		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Friend or relative competing	184	61%	40%	82%	60%	83%
Local knowledge	60	20%	35%	5%	21%	0%
Newspaper ad (etc)	33	11%	18%	5%	6%	8%
Radio feature	23	8%	14%	3%	4%	0%
Leaflet or brochure	19	6%	13%	2%	2%	0%
Internet/website	13	4%	5%	4%	4%	0%
Television feature	10	3%	6%	3%	0%	0%
Passing by	6	2%	0%	2%	6%	8%
Poster	5	2%	3%	0%	2%	0%
Signs/banners	5	2%	3%	0%	2%	0%
Running magazine	4	1%	0%	2%	4%	0%
Magazine ad (etc)	2	1%	1%	0%	2%	0%
Visitor Info. Centre	2	1%	0%	0%	4%	0%
Other	4	1%	1%	1%	4%	0%

The four spectators that had mentioned other sources of information were asked to specify them. These were: running club (2 spectators); running shop (1 visitor); and charity (1 visitor).

Of the thirteen spectators that had used the internet as a source of information, eight named the website that they had visited. They were: Brighton Marathon (3 spectators); Visit Brighton (2 spectators); Brighton & Hove – What's going on? (1 visitor); and Runners World (1 visitor).

2.2.9 *When decided to visit*

Overall, the largest proportion of all spectators (57%) had decided to attend the Brighton Marathon more than a month before the date of the event.

Table 11: When trip decision made

	All Spectators *Base: 300*		Local resident	Day trip spectator	Overnight trip spectator (in B&H)	Overnight trip spectator (outside B&H)
	Count	%	%	%	%	%
Whilst passing through		3%	5%	1%	4%	0%
Earlier today		11%	17%	5%	13%	8%
This week		16%	19%	14%	13%	8%
Within last month		13%	13%	16%	4%	8%
More than a month ago		57%	46%	64%	65%	75%

Only 3% of all spectators had decided to visit whilst passing through and 11% had decided to visit that day.

2.2.10 *Other events attended in Brighton & Hove*

Spectators were asked to name any other events that they had visited in Brighton & Hove previously. In total 158 spectators mentioned 20 different events. Forty-three percent of local residents mentioned other events, compared with 30% of day trip spectators, 21% of overnight trip spectators staying in Brighton & Hove and 25% of overnight trip spectators staying outside Brighton & Hove. All events mentioned are listed below:

- Brighton Festival (54 spectators, 34%)
- Concerts/Theatre (27 spectators, 17%)
- Pride Rally (24 spectators, 15%)
- Brighton Half Marathon (19 spectators, 12%)
- Other running events (12 spectators, 8%)
- Veteran Car Rally (11 spectators, 7%)
- Brighton Carnival (9 spectators, 6%)
- London to Brighton Bike Ride (8 spectators, 5%)
- Fat Boy Slim on the beach (7 spectators, 4%)
- Football (6 spectators, 4%)
- Political conferences (5 spectators, 3%)
- Brighton Fringe (4 spectators, 3%)
- Cricket (3 spectators, 2%)
- Chilli Festival (3 spectators, 2%)
- Charity motorbike event (3 spectators, 2%)
- Holiday on Ice (3 spectators, 2%)
- Other London to Brighton events (3 spectators, 2%)

- Burning the Clocks (2 spectators, 1%)
- Paddle around the Pier (2 spectators, 1%)
- Tour de France (1 visitor, 1%)

2.3 Event satisfaction

The survey sought to obtain the opinions of spectators on a range of indicators which together comprise the 'visitor experience'. Each indicator was rated on a scale of one to five, where 1='very poor' (or the most negative response) and 5='very good' (or the most positive response', allowing satisfaction scores (out of 5) to be calculated.

2.3.1 Signposting to the event

Three-quarters of all spectators rated the signposting to the event as 'good' or 'very good', with a further 18% rating it as 'average'. The mean score for signposting was 4.03.

Table 12: Opinions on signposting to the event

Signposting	
Base	191
Very poor (1)	3%
Poor (2)	6%
Average (3)	18%
Good (4)	32%
Very good (5)	41%
Mean	4.03

2.3.2 Park & Ride System

Only 33 spectators were able to comment on marathon Park & Ride System. The spectators who did respond gave an average score of 4.43 for the availability or ease of parking, with 73% rating it as 'very good'. The average score given for charges and value for money was 4.61, with 70% rating this aspect as 'very good'.

Table 13: Opinions on the Park & Ride System

Park & Ride	Availability & Ease	Charges/value
Base	33	33
Very poor (1)	3%	0%
Poor (2)	7%	0%
Average (3)	7%	9%
Good (4)	10%	21%
Very good (5)	73%	70%
Mean	4.43	4.61

2.3.3 *Publicity for the event*

Around three-quarters of spectators rated the availability and usefulness of information about the marathon as either ‘good’ or ‘very good’.

The mean score for the availability of information for the event was 4.09. In terms of the usefulness of the information, the mean score was 4.12.

Table 14: Availability and usefulness of event publicity

	Availability of info	Usefulness of info
Base	253	243
Very poor (1)	2%	1%
Poor (2)	5%	5%
Average (3)	19%	18%
Good (4)	30%	33%
Very good (5)	44%	43%
Mean	4.09	4.12

2.3.4 *Provision of public convenience*

The mean score for the availability of public toilets was 3.67. Sixty-four percent of spectators rated this aspect as ‘good’ or ‘very good’.

The rating for the cleanliness of toilets was a little higher at a mean score of 3.88.

Table 15: Opinions on toilets

	Availability	Cleanliness
Base	104	104
Very poor (1)	4%	1%
Poor (2)	18%	12%
Average (3)	14%	17%
Good (4)	34%	37%
Very good (5)	30%	33%
Mean	3.67	3.88

2.3.5 *Entertainment*

Half of all spectators rated the range of entertainment at the marathon as ‘very good’ and a further 35% rated it as ‘good’, providing an average score of 4.33.

The quality of the entertainment provided was also rated highly by all spectators with 86% rating it as ‘good’ or ‘very good’. This aspect scored a mean of 4.31 by all spectators.

Table 16: Opinions on entertainment

	Range	Quality
Base	164	164
Very poor (1)	0%	0%
Poor (2)	2%	4%
Average (3)	12%	10%
Good (4)	35%	36%
Very good (5)	50%	50%
Mean	4.33	4.31

2.3.6 Catering

Spectators gave both the range of catering and the quality available an average score of 4.17. Seventy-eight percent of spectators considered the range of catering available to be ‘good’ or ‘very good’, whilst 76% considered the quality to be ‘good’ or ‘very good’.

The rating for the value for money of the catering facilities was slightly lower at 4.06 for all spectators (ranging from 3.76 to 4.80). Seventy percent of all spectators considered the value for money of the catering provided as ‘good’ or ‘very good’.

Table 17: Opinions on catering

	Range	Quality	Value
Base	112	109	109
Very poor (1)	1%	0%	1%
Poor (2)	3%	0%	3%
Average (3)	19%	24%	26%
Good (4)	34%	35%	31%
Very good (5)	44%	41%	39%
Mean	4.17	4.17	4.06

2.3.7 Overall enjoyment of event

Overall enjoyment was high with 96% rating their overall enjoyment of the event as ‘good’ or ‘very good’, providing an average score of 4.46.

Table 18: Overall enjoyment level

Overall enjoyment	
Base	293
Very poor (1)	0%
Poor (2)	0%
Average (3)	4%
Good (4)	45%
Very good (5)	51%
Mean	4.46

2.3.8 Likes and dislikes

Spectators were invited to comment on what they most liked or enjoyed about their visit to watch the marathon in Brighton & Hove. In total 284 spectators commented on 14 different aspects. These are presented below:

Things like most about Brighton Marathon (Base: 284 spectators)

- Atmosphere (150 spectators, 53%)
- All ages and abilities of competitors (70 spectators, 25%)
- Community event (66 spectators, 23%)
- Ideal location (30 spectators, 11%)
- Good for charities (22 spectators, 8%)
- Well organised/Well laid out (18 spectators, 6%)
- Something different for Brighton & Hove (13 spectators, 5%)
- Good family entertainment (7 spectators, 2%)
- Costumes (6 spectators, 2%)
- Inspirational (3 spectators, 1%)
- Children's event (2 spectators, 1%)
- Celebrities (1 visitor, <1%)

Spectators were also invited to comment on anything that may have disappointed them about their visit or that they felt need improvement. In total only 67 spectators responded to this question. Twenty-five different comments were given in total. These comments are listed below:

Things that disappointed or feel need improvement (Base 67)

- Poor signposting to/from Park & Ride (11 spectators, 16%)
- Marshalling/security (8 spectators, 12%)
- Route information not easy to get/'Argus' map was poor (8 spectators, 12%)
- Needs more advertising/website needs more information (7 spectators, 10%)
- Not enough mile markers (6 spectators, 9%)
- Not enough toilets in spectator areas (6 spectators, 9%)
- Poor barrier/fencing system (5 spectators, 7%)
- Not enough toilets at Preston Park (5 spectators, 7%)
- Too much traffic – including buses (3 spectators, 4%)
- Too spread out (3 spectators, 4%)
- Not enough crossing points (2 spectators, 3%)
- More radio station locations (2 spectators, 3%)
- More water points for runners (2 spectators, 3%)
- More buses/timetables confusing (2 spectators, 3%)
- Park & ride was poorly organised/none for children's event (2 spectators, 3%)
- Needs to be better organised at Hove (2 spectators, 3%)
- Accommodation is expensive (2 spectators, 3%)
- Parking is expensive (1 visitor, 1%)
- Cyclists on promenade (1 visitor, 1%)
- Shops should open earlier (1 visitor, 1%)
- Live webcasts would be a good idea (1 visitor, 1%)
- Music was too loud (1 visitor, 1%)

3. COMPETITOR SURVEY RESULTS

3.1 Competitor profile

3.1.1 Home origin

Of the 2,927 competitors who responded to the survey, three-quarters (73%) were from home locations outside Brighton & Hove; residents made up the remaining quarter (those with BN1, BN2 and BN3 postcodes). In fact on the day of the Brighton Marathon residents represented 20% of all runners. The economic impact calculation presented in Section 4 of this report uses the 20% figure to arrive at the total eligible population to be included in the economic impact.

Table 19a: UK competitor origin by county

	Count	%			
West Sussex	452	22%	Cornwall (and Scilly Isles)	8	<1%
Greater London	365	17%	Derbyshire	8	<1%
Surrey	187	9%	Lancashire	8	<1%
Kent	168	8%	Yorkshire - North	8	<1%
East Sussex	157	8%	Scotland	8	<1%
Hampshire	120	6%	Leicestershire	6	<1%
Essex	87	4%	Yorkshire - South	6	<1%
Hertfordshire	49	2%	Channel Islands	5	<1%
Berkshire	48	2%	Cheshire	5	<1%
Buckinghamshire	37	2%	Durham	5	<1%
Bedfordshire	31	2%	Herefordshire	5	<1%
Cambridgeshire	26	1%	Lincolnshire	5	<1%
Dorset	26	1%	Merseyside	5	<1%
Somerset (including Bristol)	25	1%	Staffs	5	<1%
Wales – South	25	1%	Tyne & Wear	5	<1%
Wiltshire	21	1%	Worcestershire	5	<1%
Northamptonshire	20	1%	I.O.W.	4	<1%
Oxfordshire	19	1%	Nottinghamshire	4	<1%
Devon	18	1%	Wales – Mid	3	<1%
Suffolk	16	1%	Cumbria	2	<1%
Gloucestershire	15	1%	Rutland	2	<1%
Norfolk	15	1%	Shropshire	2	<1%
Warwickshire	13	1%	Yorkshire – East	2	<1%
West Midlands	13	1%	Cleveland (Tees Valley)	1	<1%
Yorkshire - West	12	1%	Isle of Man	1	<1%
Greater Manchester	11	1%	Wales - North	1	<1%
Total	**2,095**				**100%**

The sample represented a wide variety of towns and cities across the UK with a strong concentration of runners from West Sussex and the Greater London area. Fifty survey competitors were from overseas (see Table 19b).

Table 19b: Overseas competitor origin by country

	Count	%
United States of America	4	8%
France	3	6%
Republic of Ireland	3	6%
Uganda	3	6%
Australia	2	4%
Ecuador	2	4%
Hong Kong	2	4%
Netherlands	2	4%
Yemen	2	4%
Albania	1	2%
Bahamas	1	2%
Belgium	1	2%
Combined states of former USSR	1	2%
Denmark	1	2%
Germany	1	2%
Greece	1	2%
Luxembourg	1	2%
Singapore	1	2%
Switzerland	1	2%
Zimbabwe	1	2%
Total	50	100%

3.1.2 Age profile & Gender

The age range '35-45' was most common among the sample (representing 41% of the sample) and the majority (63%) were male.

Table 20: Age category

	Count	%
16-24	147	5%
25-34	818	28%
35-44	1,183	41%
45-54	633	22%
55-64	121	4%
65-74	19	1%
75+	1	<1%
Total	**2,922**	**100%**

Table 21: Gender

	Count	%
Male	1,830	63%
Female	1,062	37%
Total	2,892	100%

3.2 Trip features

3.2.1 Knowledge of event

Among residents local knowledge was the main means by which runners become aware of the event, followed by knowing a friend or relative taking part. For non-resident runners, the most common answers were: 'Friend or relative participating' followed by the 'Internet/website'.

Table 22: Source of knowledge of event

	Resident		Non Resident	
	Count	%	Count	%
Local knowledge	326	41%	221	10%
Friend or relative participating	236	30%	726	34%
Newspaper advert/ feature	163	21%	62	3%
Internet/website	61	8%	474	22%
Radio feature/editorial	39	5%	63	3%
Leaflet or brochure	18	2%	36	2%
Television feature/editorial	12	2%	28	1%
Running magazine	10	1%	382	18%
Magazine advert/feature/editorial	8	1%	41	2%
Poster	6	1%	5	<1%
Signs/banners	3	<1%	6	<1%
Visitor Information Centre	1	<1%	1	<1%
Passing by	-	-	3	<1%
Other	46	6%	254	12%
Total	929		2,302	

Multiple responses permitted

3.2.2 Overnight trips

Forty-three percent of non-resident runners stayed in Brighton & Hove; just over a quarter (27%) stayed overnight in locations outside Brighton & Hove. The remaining third had visited just for the day, returning home on the same day.

Table 23: Overnight trips

	Count	%
Stayed in Brighton & Hove	917	43%
Stayed outside Brighton & Hove	576	27%
Visited for the day only	640	30%
Total	2,133	100%

Around half of all runners staying overnight in Brighton & Hove stayed in a hotel (53%). Just over a quarter stayed in the home of a friend or relative (27%).

Table 24: Type of accommodation used

	Count	%
Hotel	489	53%
Home of friend or relative	247	27%
B&B/Guest house	123	13%
Self catering (Cottage/Apartment)	17	2%
Caravan/Camping	12	1%
Pub/Inn	10	1%
Youth hostel	9	1%
Boat/Yacht	2	<1%
Self catering (Holiday complex/Village)	1	<1%
University accommodation	1	<1%
Other	8	1%
Total	919	100%

3.2.3 Length of overnight trip

Runners who stayed overnight in Brighton & Hove during their trip spent on average 1.73 nights in the area. Half stayed for one night and 38% stayed for two nights.

Table 25: Length of overnight trip

	Count	%
1 Night	465	51%
2 Nights	345	38%
3 Nights	69	8%
4 Nights	16	2%
5 Nights	8	1%
6 Nights	5	1%
7 Nights	3	<1%
8 Nights	1	<1%
9 Nights	-	-
10+ Nights	3	<1%
Total	915	100%

Runners spent on average just over 8 hours on the day of the marathon in the City.

3.2.4 Mode of transport

Half of all local resident runners walked from home to reach the venue location, whereas 60% of non-local runners arrived by private motor vehicle.

Table 26: Main mode of transport

	All Respondents		Brighton Resident		Non Brighton Resident	
Car/Van/Motorcycle	1,564	53%	276	35%	1,288	60%
Train	797	27%	47	6%	749	35%
Walked	445	15%	405	51%	40	2%
Bus Service	60	2%	24	3%	36	2%
Bicycle	18	1%	17	2%	1	<1%
Coach tour	9	<1%	-	-	9	<1%
Yacht/Boat	2	<1%	-	-	2	<1%
Other	33	1%	25	3%	8	<1%
Total	2,928	100%	794	100%	2,133	100%

Over a third (36%) of all non-resident runners arriving by private motor vehicle used the park & Ride scheme. Use the scheme by residents was low in comparison (only 3%).

Table 27: Use of Park & Ride scheme

	Brighton Resident		Non Brighton Resident	
	Count	**%**	**Count**	**%**
Yes	9	3%	452	36%
No	263	97%	821	64%
Total	272	100%	1273	100%

3.2.5 Leisure time spent in City

The majority of non-resident runners (74%) combined their trip with some leisure time in Brighton & Hove.

Table 28: Leisure time

	Count	%
Yes	680	74%
No	238	26%
Total	918	100%

3.3 Event satisfaction

3.3.1 Signposting

Seventy-six percent of residents and 71% of runners from outside Brighton & Hove rated the signposting to the event as either ‘good’ or ‘very good’, providing an average satisfaction score of 4.03 and 3.91 respectively.

Table 29: Signposting

	Resident		Non-Resident	
Base	522		1,925	
Mean	4.03		3.91	
Very poor (1)	1	<1%	23	1%
Poor (2)	15	3%	121	6%
Average (3)	109	21%	419	22%
Good (4)	239	46%	808	42%
Very good (5)	158	30%	554	29%

3.3.2 Event publicity

Satisfaction on the availability of information on the marathon and its usefulness was rated highly among runners. Residents provided an average score of 4.39 for availability of information and 4.42 for usefulness of information. Non-resident runners provided an average score of 4.27 for availability of information and 4.31 for usefulness of information.

Table 30a: Availability of information

	Resident		Non-Resident	
Base	781		2,090	
Mean	4.39		4.27	
Very poor (1)	2	<1%	2	<1%
Poor (2)	3	<1%	30	1%
Average (3)	73	9%	239	11%
Good (4)	310	40%	945	45%
Very good (5)	393	50%	874	42%

Table 30b: Usefulness of information

	Resident		Non-Resident	
Base	780		2,088	
Mean	4.42		4.31	
Very poor (1)	1	<1%	1	<1%
Poor (2)	5	1%	20	1%
Average (3)	65	8%	217	10%
Good (4)	301	39%	940	45%
Very good (5)	408	52%	910	44%

3.3.3 Provision of public convenience

The availability of toilets was rated much lower in comparison to many of the other aspects of the trip. Overall only 26% of residents and 27% of non-resident runners rated the availability of toilets as either 'good' or 'very good'. The average score was 2.79 and 2.80 respectively. Most however were generally satisfied with the cleanliness of public toilets.

Table 31a: Availability of toilets

	Resident		Non-Resident	
Base	711		2,049	
Mean	2.79		2.80	
Very poor (1)	90	13%	271	13%
Poor (2)	218	31%	624	31%
Average (3)	218	31%	591	29%
Good (4)	121	17%	372	18%
Very good (5)	64	9%	191	9%

Table 31b: Cleanliness of toilets

	Resident		Non-Resident	
Base	643		1,938	
Mean	3.64		3.68	
Very poor (1)	14	2%	23	1%
Poor (2)	42	7%	79	4%
Average (3)	206	32%	726	38%
Good (4)	279	43%	783	40%
Very good (5)	102	16%	327	17%

3.3.4 Parking provision

Only 9 resident visitors commented on the parking; of these there were strong differences of views on availability and ease of parking from 'very poor' to 'very good' leading to an average score of 3 points. There were strong differences of opinion on this subject among non-resident runners. The average score among the latter group was 4.04 points.

Residents provided an average score of 3.75 out of 5 for the value of money for parking whereas non-resident runners provided an average score of 4.25.

Table 32a: Availability/ease of parking

	Brighton Resident		Non Brighton Resident	
Base	9		450	
Mean	3.00		4.04	
Very poor (1)	3	33%	31	7%
Poor (2)	-	-	50	11%
Average (3)	1	11%	28	6%
Good (4)	4	44%	103	23%
Very good (5)	1	11%	238	53%

Table 32b: Charges/Value for Money

	Brighton Resident		Non Brighton Resident	
Base	8		418	
Mean	3.75		4.25	
Very poor (1)	-	-	3	<1%
Poor (2)	1	13%	12	3%
Average (3)	2	25%	69	17%
Good (4)	3	38%	113	27%
Very good (5)	2	25%	221	53%

3.3.5 Entertainment

The most common response among resident and non-resident runners with regard to the provision of entertainment was 'Average'. The average score was similar among both groups of runners – 3.38 and 3.37 respectively. Most responded 'Average' or 'Good' with regard to the quality of the entertainment.

Table 33a: Range of Entertainment

	Resident		Non-Resident	
Base	742		1,979	
Mean	3.38		3.37	
Very poor (1)	17	2%	35	2%
Poor (2)	87	12%	260	13%
Average (3)	311	42%	793	40%
Good (4)	251	34%	719	36%
Very good (5)	76	10%	172	9%

Table 33b: Quality of Entertainment

	Resident		Non-Resident	
Base	735		1,977	
Mean	3.51		3.51	
Very poor (1)	14	2%	30	2%
Poor (2)	59	8%	169	9%
Average (3)	283	39%	755	38%
Good (4)	296	40%	816	41%
Very good (5)	83	11%	207	11%

3.3.6 *Catering*

Among resident and non-resident runners, the range of catering scored a little better than the quality and value of catering.

Table 34a: Range of Catering

	Resident		Non-Resident	
Base	300		1,067	
Mean	4.03		3.91	
Very poor (1)	1	<1%	23	1%
Poor (2)	15	3%	121	6%
Average (3)	109	21%	419	22%
Good (4)	239	46%	808	42%
Very good (5)	158	30%	554	29%

Table 34b: Quality of Catering

	Resident		Non-Resident	
Base	290		1,037	
Mean	3.53		3.56	
Very poor (1)	6	2%	11	1%
Poor (2)	15	5%	68	7%
Average (3)	124	43%	411	40%
Good (4)	109	38%	425	41%
Very good (5)	36	12%	122	12%

Table 34c: Value for money of Catering

	Resident		Non-Resident	
Base	279		1,028	
Mean	3.46		3.48	
Very poor (1)	6	2%	13	1%
Poor (2)	17	6%	81	8%
Average (3)	134	48%	444	43%
Good (4)	88	32%	375	37%
Very good (5)	34	12%	115	11%

3.3.7 *Overall enjoyment*

Overall enjoyment of the event was high among all runners.

Table 35: Overall enjoyment of Brighton Marathon

	Resident		Non-Resident	
Base	794		2,131	
Mean	4.61		4.47	
Very poor (1)	1	<1%	3	<1%
Poor (2)	1	<1%	14	1%
Average (3)	22	3%	109	5%
Good (4)	261	33%	857	40%
Very good (5)	509	64%	1148	54%

4. ECONOMIC IMPACT

4.1 Event related expenditure

With the exception of overnight visitors from outside the area staying in Brighton & Hove, the average expenditure data presented in Table 36 and Table 37 refers to expenditure made during the hours spent at the Brighton Marathon. Overnight expenditure is multiplied by length of stay. For spectators the average length of stay was found to be 1.44 nights, whereas for runners, the average length of stay was 1.73 nights.

4.1.1 Spectator volume & value

According to police estimates, approximately 80,000 people came to watch the marathon on the 18 April. These people are made up of friends and relatives of fun runners and elite runners in the race, plus people who just happen to be out and about when the race was taking place.

On average residents spent £8.76 per person at the race. The greatest proportion of expenditure went towards the purchase of food and drink on the day (representing 79% of total expenditure). Spectators coming over for the day only (this includes both day visitors from home and visitors staying overnight in locations outside Brighton & Hove) spent on average £13.38 per person in Brighton & Hove during their trip.

Unsurprisingly, the level of expenditure was highest among spectators staying overnight in Brighton & Hove. With an average spend of £75.18 on accommodation, total trip expenditure (multiplied by 1.44) per person came to £120.17 with accommodation spend representing 79% of the total.

Table 36: Expenditure per person over duration of visit

	Residents		Overnight (x 1.44 nights)		Day	
Eating & drinking	£6.89	79%	£27.85	11%	£8.56	53%
Shopping	£1.55	18%	£8.61	5%	£2.47	23%
Transport/travel	£0.32	4%	£6.49	5%	£2.17	22%
Entertainment	£0.00	0%	£2.03	0%	£0.18	2%
Accommodation*	-	0%	£75.18	79%	-	0%
Total average spend	**£8.76**	100%	**£120.17**	100%	**£13.38**	100%

**Accommodation expenditure is based on an average of those staying in commercial and non-commercial accommodation.*

It is important to remember that Brighton & Hove residents are not included in the additional expenditure calculations, on the basis that this expenditure is "dead-weight" and likely to have been made anyway on other items had the events not been taking place.

Furthermore, the calculation needs to remove those spectators for whom the Brighton Marathon was not the main purpose for being in the area, e.g. those already on holiday or day leisure visit in the area.

4.1.2 Competitor expenditure

Registration data revealed that 20% of the 7,600 Brighton Marathon runners were resident in areas covered by Brighton & Hove City Council post codes, hence these people were "dead-weight" and not eligible for the economic impact calculations. Their expenditure data is presented in the table below as illustrative data only.

The expenditure per person per trip for non-resident runners staying overnight in Brighton & Hove of £225.95 is based on an average stay of 1.73 nights. The major category of expenditure for those staying overnight was unsurprisingly accommodation, accounting for 40% of total trip spend. The other large area of expenditure was on eating and drinking which accounted for 31% of total trip spend.

The average expenditure per person per trip for non-resident same-day trip runners was £41.49. Over half of the total trip spend among this group went towards the purchase of food and drink (54%).

Table 36: Expenditure per person over duration of visit

	Residents		Overnight (x 1.73 nights)		Day	
Eating & drinking	£23.78	66%	£69.96	31%	£22.32	54%
Shopping	£6.70	19%	£34.03	15%	£7.29	18%
Transport/travel	£4.33	12%	£23.96	11%	£10.55	25%
Entertainment	£0.99	3%	£8.33	4%	£1.33	3%
Accommodation*	-	0%	£89.67	40%	-	0%
Total average spend	**£35.80**	100%	**£225.95**	100%	**£41.49**	100%

**Accommodation expenditure is based on an average of those staying in commercial and non-commercial accommodation.*

4.1.3 Additional commercial bednights

To assess the impact of the Brighton Marathon on hotels in the area and to corroborate the non-resident accommodation expenditure data, an occupancy survey was carried out to gather data from a sample of 18 hotels which are listed in Table 37 overleaf. In addition to average occupancy, information on two other key measures of performance was also obtained. These were Average Daily Rate (ADR) which measures room revenue divided by rooms sold and Revenue Per Available Room (RevPAR) which is room revenue divided by rooms available.

The hotel survey found that on Sunday 18 April, average occupancy increased by a significant 37.2% and RevPar increased by 52.4%. It is reasonable to assume that the increase on this date was largely generated by the Brighton Marathon as the surveys found that a sizeable volume of non-resident spectators and runners stayed overnight in Brighton & Hove spending at least one night in the area (average of 1.44 nights for spectators and 1.73 nights for runners). One can infer from the findings that most visiting parties would have stayed over on the Sunday; for runners this would provide time to rest before heading back home on the following Monday. Subsequently occupancy drops on the Monday, staying comparable to the level achieved last year (see Table 38a).

To assess the additional bednights generated in Brighton & Hove, we have drawn on our own Regional Tourist Board database of commercial accommodation stock to establish total bedrooms available. Our database indicates that there are approximately 4,782 bedrooms available among mid to large hotels in Brighton & Hove.

Applying the average occupancy on the Sunday (37.2%) to the total stock reveals that around 3,773 bedrooms were occupied on Sunday 18 April 2010, 1,023 above that occupied on the same date in 2009.

Table 37: Commercial room capacity (mid to large hotels)

Name of Hotel	Room capacity
Hotel Du Vin Brighton	49
Myhotel Brighton	80
Belgrave Hotel	63
Radisson Blu Hotel Brighton	59
Barcelo Brighton Old Ship	152
Queens Hotel Brighton	98
Hilton Brighton Metropole Hotel	334
De Vere The Grand Brighton	201
Thistle Brighton	208
Holiday Inn Brighton Seafront	131
The Kings Hotel	85
Ramada Brighton	117
Best Western Brighton Hotel	52
Travelodge Brighton Seafront	140
Jurys Inn Brighton	234
Travelodge Brighton Hotel	94
Innkeeper`s Lodge Harvester Black Lion Brighton	17
Hotel Seattle	71
Capacity among sample	2185
Total capacity among total mid to large hotels in Brighton & Hove	4,782

Table 38a: Average room occupancy

Date		This Year	Last Year	% Chg
04/16/2010	Fri	79.5%	76.3%	4.3%
04/17/2010	Sat	96.6%	89.3%	8.2%
04/18/2010	Sun	78.9%	57.5%	37.2%
04/19/2010	Mon	74.9%	75.6%	-0.8%
Average		**82.5%**	**74.7%**	**10.5%**

Table 38b: ADR

Date		This Year	Last Year	% Chg
04/16/2010	Fri	£81.18	£83.35	-2.6%
04/17/2010	Sat	£102.53	£93.86	9.2%
04/18/2010	Sun	£89.00	£80.14	11.1%
04/19/2010	Mon	£87.94	£82.25	6.9%
Average		£90.84	£85.60	6.1%

Table 38c: RevPAR

Date		This Year	Last Year	% Chg
04/16/2010	Fri	£64.57	£63.58	1.6%
04/17/2010	Sat	£99.08	£83.82	18.2%
04/18/2010	Sun	£70.21	£46.08	52.4%
04/19/2010	Mon	£65.90	£62.17	6.0%
Average		£74.94	£63.91	17.3%

4.2 Direct economic impact

Having established the average expenditure, the figures are multiplied by the total number of spectators and runners. Prior to the process of calculating impact, it is necessary to exclude residents from the calculations as they represent "dead weight" in addition to removing those spectators whose main purpose of being in Brighton & Hove was not the Brighton Marathon.

Based on the survey data we can establish the following:

Table 39 Spectator Direct Economic Impact

Total spectators	80,000
Of which residents	33,600
Of which non-residents	**46,400**
• of which day visitors	30,400
• of which overnight visitors in B&H	12,800
• of which overnight visitors outside B&H	3,200
Non-residents of which marathon main purpose	**40,976**
• of which day visitors	29,488
• of which overnight visitors in B&H	8,832
• of which overnight visitors outside B&H	2,656
Total on-residents expenditure	**£ 1,491,339**
• of which day visitors	£ 394,549
• of which overnight visitors in B&H	£ 1,061,253
• of which overnight visitors outside B&H	£ 35,537

In total, non-resident spectators spent approximately £1.5 million during their trip to Brighton & Hove to watch the Brighton Marathon.

Non-resident runners spent approximately £734,500 during their trip to Brighton & Hove to take part in the race.

Table 40: Race Competitor Direct Economic Impact

Total marathon runners	7,600
Of which residents	1,520
Of which non-residents	**6,080**
• of which day visitors	1,824
• of which overnight visitors in B&H	2,614
• of which overnight visitors outside B&H	1,642
Total on-resident expenditure	**£734,511**
• of which day visitors	£75,678
• of which overnight visitors in B&H	£590,724
• of which overnight visitors outside B&H	£68,110

In total the Direct Economic impact associated with the Brighton Marathon is £2,225,940.

By averaging out total trip expenditure among all non-residents (both spectators and runners), the distribution of expenditure is spread is follows:

Table 41: Distribution of total trip expenditure

Area of expenditure		
Eating & drinking	£823,598	37%
Shopping	£339,456	15%
Transport/travel	£350,585	16%
Entertainment	£50,084	2%
Accommodation	£662,217	30%
Total	**£2,225,940**	**100%**

In addition to expenditure incurred by spectators and runners, we need to add all the money spent in Brighton & Hove by the event organiser. Approximately £200,000 was spent by the event organiser on the purchase and hire of services and goods from local businesses. A further £200,000 was spent on the salaries of employees/consultants involved in the event who live locally. **The addition of this organisational spend, brings the Direct Economic Impact to £2,625,940.**

4.3 Total economic impact

Direct Economic Impact measures what is sometimes called the 'first round' of spending. In basic terms, this means direct transactions between those outside the host economy and those inside the host economy - for example between a visitor and the owner of a local restaurant.

Many event organisers and funders also wish to capture the Total Economic Impact. The latter involves adjustments to the Direct Economic Impact to capture the subsequent 'secondary impacts' of additional spending within the host economy. Effective calculation of the Total Economic Impact requires previous studies to have been carried out which analyse detailed interactions and interdependencies within the host economy itself, e.g. detailed studies on supply chains. Where such detailed information is not available standard multipliers are routinely used to calculate Total Economic Impact.

Based on HM Treasury's Guide to project appraisals and evaluations a composite multiplier of 1.38 is recommended for recreational projects. Applying this multiplier to the Brighton Marathon Direct Economic Impact figure generates a **Total Economic Impact figure of £3,624,000**.

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE	Agenda Item 22 Brighton & Hove City Council

Subject:		**Statutory Local Economic Assessment Duty**	
Date of Meeting:		**30 September 2010**	
Report of:		**Director of Housing, Culture and Enterprise**	
Contact Officer:	**Name:**	**Paula Murray**	**Tel: 29-2534**
	E-mail:	**paula.murray@brighton-hove.gov.uk**	
Key Decision:	**No**		
Wards Affected:	**All**		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

1.1 County Councils and Unitary Authorities have a new statutory duty to complete Local Economic Assessments from April 2010. The assessment will bring together and fill gaps in existing data and intelligence in order to provide a robust analysis of the Brighton & Hove economy. This will form part of future evidence for: reviewing city strategies and used to help shape priorities for future City Employment & Skills Plan-related interventions**.** Most importantly, the timing of completing this thorough analysis aligns exactly with the forward looking data analysis work needed for shaping intelligent commissioning in the area of economic development at a time when, due to recessional impacts and public sector budget predictions, it is most needed.

2. RECOMMENDATIONS:

2.1 That the Committee notes the contents of the report and welcome the approach outlined in the report, to work closely with partners and maximise the benefit of this timely piece of work for the future intelligent commissioning intentions.

3. RELEVANT BACKGROUND INFORMATION

3.1 <u>Background</u>

3.1.1 Central Government has provided funding of £65,000 through the 2010/11 Area Based Grant to support the completion of this piece of work. Government guidance indicates that the cost of completing the assessment should be in the range of £60 - £80k. The funding allocated is to research the necessary data, build the knowledge base and undertake any analysis or development work needed. Local Economic Assessments are to be completed by March 2011.

3.1.2 Local Authorities are expected to address a core set of themes in their assessment in order to ensure some degree of consistency and comparability is achieved across the country. The themes are as follows:

- Economic linkages
- Structure of local economy
- Enterprise and innovation
- Business needs
- Demography and community
- Labour market
- Skills
- Economic and social inclusion
- The natural and historic environment
- Low carbon economy
- Transport provision and other infrastructure
- Housing
- Overall economic competitiveness of the area

These themes map easily onto the authority's existing Core Priorities and 8 future city outcomes.

3.1.3 An additional condition for authorities such as Brighton and Hove that have a Futures Jobs Fund programme, was also to produce an Interim Work and Skills Plan for March 2010. This is as a precursor to the full work and Skills Plan that will form part of the final Local Economic Assessment. Brighton and Hove has completed this piece of work. This will form the basis for the full plan to be completed which will in effect also be the same piece of work as the new 3 year City Employment and Skills Plan also due for updating this year. The City Employment and Skills Plan links directly through to the Local Strategic Partnership.

3.2 <u>Process and timetable</u>

3.2.1 Action Plan and Data
The Economic Development team has prepared Local Economic Assessment action plan by working with partners to define and agree Brighton & Hove's functional economic area and reviewing datasets, identifying gaps in data and knowledge, and producing proposals to fill those gaps. This is attached at Appendix 1.

3.2.2 Consultation
Full consultation with internal and external partners is a statutory duty as part of the Local Economic Assessment and will take place throughout its development. In terms of relationships with external partners; businesses and local partnerships, Brighton and Hove is already well placed with good working relationships already established. Consultation and regular updates can be built into existing working structures and timetables in addition to tailored events. The development of the Local Economic Assessment is also programmed into the cycle of Member meetings for update and consultation, the timetable for this is attached at Appendix 2.

3.3 <u>Outcomes and Relationship to Existing and Future Strategies</u>

3.3.1 Local Economic Assessments will equip Local Authorities and partners with a common understanding of local economic conditions, be they geographical, social or environmental, and their impact on economic growth. This understanding should lead to improved economic interventions, including better spatial prioritisation of investment to achieve sustainable development. At this current time, when the city is still feeling the effects of the recession and with cuts predicted in public sector spending, this level of up to date and in depth analysis will be very much needed. It will form the basis of the analysis needed to develop the commissioning approach with partners in the city at exactly the right time, both for the city council and the city.

3.3.2 Economic flows usually overlap local authority boundaries, so that the functional area over which the local economy and its key markets operate does not necessarily adhere to these boundaries. The Local Economic Assessment provides Brighton & Hove with an opportunity to not only measure economic conditions with the city, but also to define and analyse its functional economic area. Based on previous analysis using travel-to-work, housing, and retail catchment data, this area is likely to consist of parts of East and West Sussex.

3.3.3 The findings can also inform the parallel thinking on the development of Local Enterprise Partnerships as this develops, in terms of their desired remit both spatially and otherwise.

3.3.4 There are a number of existing strategies that will also dovetail with this work – inform it and be informed by it; the city council's corporate priorities, the Community Strategy, the Economic Strategy and the Local Development Framework Core Strategy in particular. More specifically, the city's City Employment and Skills Plan already fulfils the requirement to produce a Work and Skills Plan within the Local Economic Assessment.

4. CONSULTATION

4.1 Full consultation with internal and external partners is a statutory duty as part of the Local Economic Assessment and will take place throughout its development.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

5.1 The costs associated with the Local Economic Assessments are expected to be covered by Central Government Area Based Grant funding of £65,000 in 2010/11. Funding would need to be identified for any work required following the assessments.

Finance Officer Consulted: Anne Silley *Date: 30/06/10*

Legal Implications:

5.2 The Council is under a duty to prepare a Local Economic Assessment of its area under section 69 (1) of the Local Democracy, Economic Development and Construction Act 2009. A local authority must have regard to any guidance given by the Secretary of State as to:

- what an assessment should contain and how it should be prepared
- when to prepare an assessment
- when to revise any assessment, or any part or aspect of an assessment.

A local authority may revise the assessment, or any part or aspect of it, at any time. The process set out in the report is consistent with the legislation and the statutory guidance."

Lawyer Consulted: Carl Hearsum Date: 05/07/10

Equalities Implications:

5.3 The Local Economic Assessment provides an opportunity for the city council to be more informed of equalities issues relating to the local economy and target support accordingly.

Sustainability Implications:

5.4 A duty of the Local Economic Assessment will be to include a section on 'Low Carbon Economy'. This compliments the Business Retention and Inward Investment Strategy, which has identified Environmental Industries as a growth sector for Brighton & Hove.

Crime & Disorder Implications:

5.5 Any work that leads to the improvement of economic conditions in a location and an increase in employment opportunities, which this work is designed to do, is likely to have a positive impact on some of the causes of crime and disorder.

Risk & Opportunity Management Implications:

5.6 A risk analysis will be prepared as part of the project action plan. In addition, the identification of both risk and opportunity in an economic sense is what the assessment is designed to give.

Corporate / Citywide Implications:

5.7 The new statutory duty for Local Authorities to complete Local Economic Assessments is viewed as a real opportunity to fill gaps in knowledge about the city economy and inform future interventions in order to achieve the strategic objectives outlined in the Local Area Agreement, City Employment & Skills Plan and Business Retention and Inward Investment Strategy. Having a robust analysis of local economic conditions will inform Brighton & Hove City Council and partners' economic policies and interventions, to the benefit of the city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 Not applicable in this instance, the requirement to produce this assessment is a statutory duty.

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 The purpose of this report is to make CTEOSC aware of our obligations under Part 4 of the Local Democracy, Economic Development and Construction Bill (clauses 63 and 64) which places a new duty on unitary authorities to assess the economic conditions of their area and to enlist support for the approach outlined.

SUPPORTING DOCUMENTATION

Appendices:

1. Summary of work to be undertaken in completion of the Local Economic Assessment including current data and gaps.

2. Members Process Timetable

Documents in Members' Rooms

None

Background Documents

None

Item 22 Appendix 1

Local Economic Assessment Action Plan & Data Analysis

Theme	Current Knowledge	Data Gap	Potential Sources, data sharing partners and external commissioning
Economic Linkages	Commuting Patterns by Road and Rail daily Historical Migration Patterns - regional, national and international flows (workers, students, net immigration).	Business linkages – regional, national and international. Role of Gatwick and London, effect of proximity to Continent / European Union. Supply chain stability (long run)	- Considering source for commissioning external research into business to business linkages.
Structure of the economy	Employment structure. Skills structure. GVA by industrial sector, totals and per-capita. Shifts towards higher value added sectors – compositional changes.	- 'Zero class employment', sole traders and recent registrations in terms of structural transition. - Modelling the effect of external changes on our structure in the future.	Need to commission research to provide granular GIS employment / business land use data.
Enterprise and Innovation	CLES KBI report for the SE Diamonds. Start up data from Business Link.	- 'Zero class employment', sole traders and recent registrations.	Need to map 'zero-class' start ups. - Potential collaboration with Universities / SINC to produce a mini-section on innovation blockers and drivers.
Business Needs	Business Survey Results. Historical enquiry trends. CPD feedback and enquiry trends.	Pending Business Survey results.	- Business Link / Wired Sussex to contribute their data.
Demography	Good data all round.	Long run transition projections.	
Labour Market	Good general data. Un/employment, economic activity and inactivity by age, qualification, ethnic group etc.	Demand for skills and dislocation with supply availability by sector.	- Considering internal research into whether we can attribute low employment rate to housing issue since we have good data on this.

Skills	Good ONS data on demography of skills.	Current demand gap. Skills of the employed by sector. Potential duplication in skills provision.	- Further research needed to map the skills demand / supply gap. - Potential to apply 'matching software' recently developed to assess our skills provision gaps.
Economic and Social Exclusion	JSA and long term incapacity data. Structures reinforcing exclusion – student dominated labour market. Incentives re-enforcing exclusion – housing.	Out of date IMD (2004).	- Performance to feed in with Worklessness and Child poverty assessment. - Considering wider external research into deprivation in the city / CYPT and adult social care collaboration.
The Natural and Historic Environment	Resource and Land use changes over time	Potential impacts of Shoreham harbour and the proposed Wind Farm	- External report to be considered on future land use and resource constraints
Low Carbon Economy	6th lowest CO2 emissions per Capita in Brighton & Hove; excessively high levels of embedded CO2 in products the city imports. Many businesses based on carbon intensive energy inputs.	What is a low carbon economy? How will we make the transition that is needed? What are our targets?	- Sustainability Strategy Betre / Carbon Trust /10:10 to feed in with carbon savings data where possible.
Transport	Transport data, results from linkages mapping and commute data. Previous mapping of transport needs and infrastructure capability	Data to assess whether, transport is sufficient to support economic development in the future	- Core Strategy, Transport Plan, Regional Transport plan
Housing	Housing data is comprehensive but also complex. Needs gaps and targets already identified from the strategic housing review '08.	Core Strategy housing plan	Housing Strategy / Planning Core Strategy
Overall Economic Competitiveness	GVA data; CLES and Centre for Cities comparator data; UKCI 2010; Sustainable Cities Index. All other standard ONS data.	Future Projections, Modelling Change and Transition effects in an uncertain Global climate.	- External research already conducted (UN IPCC, etc) - which models future global market changes - can be combined with our local knowledge to map 'resilience' to different scenarios or future external change.

Members Process Timetable

2010						2011		
July	August	September	October	November	December	January	February	March
22nd Cabinet Paper Initial briefing	Leadership Briefing on Progress		Members' Workshop	Leadership Briefing on Outcomes of Workshop & Draft LEA	**7th –** CMM - Enterprise, Employment & Major Projects Sign Off Draft LEA		**3rd** – Paper to Culture, Tourism & Enterprise Overview & Scrutiny on Draft LEA	
							Leadership Briefing on Outcomes of Scrutiny meeting	
							17th – Cabinet Sign Off	

CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE	Agenda Item 23 Brighton & Hove City Council

Subject:		**Free Swimming Initiative**	
Date of Meeting:		**30th September 2010**	
Report of:		**The Acting Director of Environment**	
Contact Officer:	Name:	Toby Kingsbury	Tel: 29-2701
	E-mail:	toby.kingsbury@brighton-hove.gov.uk	
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

1.1 The Culture, Tourism and Enterprise Overview and Scrutiny Committee have requested an update following the end of the Free Swimming Initiative for over 60s and children aged 16 and under.

2. RECOMMENDATIONS:

2.1 Members are requested to note the success of the Free Swimming Initiative and are advised of the extended version of the scheme as detailed below.

3. BACKGROUND INFORMATION

3.1 The Council opted into the Free Swimming Initiative for over 60s and children 16 and under and were one of only two local authorities in Sussex to offer the full scheme to both age groups. The initiative was funded by central government through the Department for Culture, Media and Sport and was supported further in Brighton and Hove through funding from NHS Brighton and Hove.

3.2 The Free Swimming Initiative was initially planned to be funded for two years from 1st April 2009 to 31st March 2011 but in June 2010 the government announced that funding would cease on 31st July 2010.

3.3 Before the end of the initiative, the Council announced that with continued funding from NHS Brighton and Hove, the initiative would continue for the remainder of the school summer holidays and would be extended for children aged 11 and under until 31st March 2011.

3.4 The reason for retaining the initiative for children aged 11 and under is that this age group are a key target group for NHS Brighton and Hove in their strategy to tackle childhood obesity in the city.

3.5 Officers have undertaken some research into extended initiatives offered by other local authorities across the South East. Of the 18 local authorities researched, 6 extended their existing initiative through the school summer holidays. Brighton & Hove is the only authority to have extended an initiative to the end of the current financial year.

Participation levels in Brighton and Hove

3.6 A total of 14,418 children aged 16 and under and 4,778 over 60s were registered for free swimming up until 31st July 2010.

3.7 There were a total of 79,675 individual swims from children 16 and under and 56,059 from over 60s. When compared to before the initiative started, these figures represent an increase in the number of swims of approximately 24% for those aged 16 and under and 17% for those over 60.

Impact of the scheme's withdrawal

3.8 The initiative being prematurely ceased will obviously impact most upon those who enjoyed its benefits i.e over 60s and children aged 16 and under, particularly those on low income. The extent of the impact is difficult to predict and will only become apparent when we see the participation figures over the coming months and are able to make an accurate comparison.

3.9 The Council has been able to reduce this impact by extending the initiative until the end of the school summer holidays and also by retaining free swimming for children aged 11 and under until 31st March 2011.

3.10 Although there will inevitably be a drop-off in the number of swimmers as a result of the initiative being withdrawn, it is hoped that many of those who have enjoyed free swimming will have developed a swimming habit and will be more likely to continue despite having to pay for it.

Plans for the future

3.11 The extended initiative (free swimming for those aged 11 and under) is planned to cease on 31st March 2011. Before this date the Council will consult with NHS Brighton and Hove to explore what future funding might be available and assess the possibility of continuing the initiative is some form.

3.12 Regardless of any free swimming initiatives, the King Alfred, Prince Regent and St Luke's continue to operate a concessionary pricing structure designed to help minimise the cost of swimming for people over 60 and children 16 and under.

3.13 The Council are also looking to develop a leisure card scheme designed to allow access to facilities at a discounted rate for those residents in receipt of certain state benefits. This should help to improve participation levels and reduce inequality of access to the facilities.

4. CONSULTATION

4.1 Consultation was undertaken with NHS Brighton and Hove and DC Leisure when considering options to extend the scheme.

5. FINANCIAL & OTHER IMPLICATIONS

5.1 Financial Implications

Residual funding for the 2010/11 financial year totals £133,486, from the remaining DCMS Grant (£67,486) and Brighton & Hove PCT ((£66,000). The Council has committed £70,581 in payments to DC Leisure for the provision of free swimming, of which £11,323 is for under 11's for the period of September 2010 to March 2011.

The remaining funds of £62,905 will be allocated to the King Alfred Leisure Centre to recompense loss revenue through the provision of free swimming for the year April 2010 to March 2011.

There were 39,268 free swims for under 16s at the King Alfred in 2009/10 and records show that the majority of these were under 11 (97%). If (using the data in section 3.6) it is assumed that 76% of this group would pay to swim, this would equate to a loss of income through free swimming of £71,228. The number of free swims for the over 60 age group in the current financial year was 10,552, if 83% would have paid for the swim this would equate to lost income of £16,378.

Therefore the shortfall in recompense for loss of income to the King Alfred LC would equate to £24,701 which will be met from existing budgets within the department.

Finance Officer Consulted *Name:* Derek Mansfield *Date 14/9/10*

5.2 Legal Implications

The actions referred to in this report are considered to be reasonable given the circumstances of the funding situation.

Lawyer Consulted *Name* Bob Bruce *Date 13/9/10*

5.3 Equalities Implications

The cessation of the Free Swimming Initiative has reduced the accessibility of residents to access swimming facilities in Brighton and Hove. However, the extended scheme has minimised this by allowing children aged 11 and under to continue to swim for free until 31st March 2011.

5.4 Sustainability Implications

None.

5.5 Crime & Disorder Implications

Projects have shown that providing physical activity opportunities can help reduce crime within geographical areas. Therefore the withdrawal of free swimming could have a negative impact on the reduction of crime in the city.

5.6 Risk & Opportunity Management Implications

None

5.7 Corporate/Citywide Implications

The withdrawal of free swimming will make the facilities less accessible, particularly to those on low income and will not help towards the Council's objective of providing opportunities for healthy living.

Proposed Work Programme for 2010

30 September 2010	25 November 2010	26 January 2011	Future meetings
• **Legibility Study** (Jim Mayor) • **Marathon – feedback** • **Leisure contracts feedback** • **Local Economic Assessment (from CMM)** • **In year budget savings – free swimming** • **CTEOSC scrutiny panels (Tom Hook)**	• **Presentation from Dome and Festival (**Andrew Comben) • **Golf Courses – Mytime Active presentation (Toby Kingsbury)** • **Update from Environmental Industries Panel report** (Paula Murray) • **Sustainability guidelines (Jayne Babb)** • **Local Enterprise Partnership report (Paula Murray)** • **Update on LAA ?** • **Business case for culture (Paula Murray)?** • **Ad hoc panel – Cultural Provision for Children report.** • **New England House ???**	**Budget report (meeting moved from CTEOSC 3 February 2011)** **PART TWO** **Major Projects update**	• **The Natural History Collection and the Booth Museum (from Dec 2009)** • **Co-operatives and social enterprises (suggestion by Cllr Kennedy)?** • **Report back from Future of Museums workshop**

Other possible items suggested: **County Cricket Ground – update on development**

Possible workshop - **Credit Unions/social enterprise/personal finance.**
Future of Museums (date tbc)

# CULTURE, TOURISM & ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE	**Agenda Item 25** Brighton & Hove City Council

Subject:		**CTEOSC Scrutiny Panel Options**	
Date of Meeting:		**30 September 2010**	
Report of:		**Acting Director of Strategy and Governance**	
Contact Officer:	**Name:**	**Tom Hook**	**Tel: 29-1110**
	E-mail:	**Tom.hook@brighton-hove.gov.uk**	
Wards Affected:	**All**		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

1.1 Each Overview and Scrutiny Committee has the power to establish scrutiny panels to undertake short, focused reviews on specific issues. During July consultation was undertaken with residents, partners and Members as to their priorities for scrutiny reviews during 2010/11. This report sets out the results of this consultation as relevant to CTEOSC.

2. RECOMMENDATIONS:

2.1 That CTEOSC:

(1) Notes the results of the consultation

(2) Decides upon topics for future scrutiny panels based upon appendix 1

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

3.1 Public consultation on possible scrutiny panel topics ran during the course of July with a total 69 separate suggestions for scrutiny topics received. The consultation was promoted through a number of means:

1. All Members of the council were invited to submit ideas
2. All LSP themed partnerships were written to and scrutiny officers attended a number of partnership meetings
3. Citynews and the Argus both carried articles promoting the consultation
4. A press release was issued and promoted on Facebook and Twitter
5. Information was be added to the Consultation Portal at http://consult.brighton-hove.gov.uk/portal

3.2 Preliminary research has been undertaken to see which suggestions are suitable topics for scrutiny. This has been based on criteria agreed previously at OSC and outlined below:

- Length of review – Topics need to be achievable within 3-4 meetings, or undertaken as Select Committees in around 6 meetings.
- Relevance to Brighton and Hove – The focus needs to be a local issue, or at least an issue that is within the decision making power of a local organisation.
- Policy Context – What is the policy/strategy development cycle, are changes expected to legislation, or has a local strategy just been finalised?
- Alignment to LSP and Council priorities – Reviews of issues identified as key to improving the lives of residents are by definition the best use of scrutiny resources.
- Highlighted as an issue within performance regimes – Is the issue in question something that has been shown as requiring improvement during performance monitoring? With limited resources scrutiny should avoid reviewing issues which the council and partners are seen as doing well.
- Avoiding duplication with existing work-streams – If a suggestion would replicate work already ongoing there is limited utility in also scrutinising it.
- What is the outcome a scrutiny review could achieve? Will the review be able to add value to the issue?

3.3 Appendix 1 outlines all of the topics put forward that fall within the remit of CTEOSC. For the topics suggested the scrutiny team has undertaken some preliminary scoping.

3.4 CTEOSC is already running a scrutiny panel on cultural provision for children. As such any new panel will have to wait until this is completed.

4. CONSULTATION

4.1 This report summarises the consultation responses received from residents, Members, officers and partner organisations. Consultation was undertaken throughout July.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

5.1 There are no financial implications as all panel work will be undertaken within the existing resource envelope allocated to scrutiny.

Legal Implications:

5.2 The recommendations at 2.1 is consistent with the statutory framework for overview and scrutiny committees under section 21 of the Local Government Act 2000.

Equalities Implications:

5.3 In undertaking detailed scoping work on panels equality implications will be addressed. The consultation as a whole has highlighted some equality issues that can be taken forward.

Sustainability Implications:

5.4 There are no direct implications.

Crime & Disorder Implications:

5.5 There are no direct implications.

Risk & Opportunity Management Implications:

5.6 The consultation exercise was undertaken to ensure that scrutiny resources are focused on the most appropriate areas. There is an opportunity for scrutiny to influence some of the key issues facing the city.

Corporate / Citywide Implications:

5.7 An annual work programme for scrutiny reviews should enable the scrutiny function to respond to those issues that affect the city as a whole and take a more active role in place-shaping.

SUPPORTING DOCUMENTATION

Appendices:

1. Panel scoping information

Documents in Members' Rooms

None

Background Documents

1. The Community Engagement Framework
2. Report to March OSC

Appendix 1

Potential topics for scrutiny panels

1. **Music Industry**

The importance of the Music Industry was highlighted in a recent national report showing that: *'The value of the British live music industry last year was **£1.54bn**, up an impressive 9.4% on 2008'* at a time of recession. In Brighton and Hove, this is certainly a key, dynamic and growing sector evidenced by the following for example:

- The city hosts one of the leading UK music industry showcases The Great Escape, which attracts audiences of 15,000
- There are at least 45 venues that regularly host live music with a total combined capacity of 18,457
- The city has at least 5 independent record shops
- There are an estimated 500 local bands and many local choirs, orchestras and music societies
- Has a population keen to experience live music e.g. 2 Universities
- In the annual Taking Part Survey undertaken by Government, attending live music events is high on the list of cultural activity

In overall terms, a Scrutiny Panel exercise could establish in more detail the scale and size and importance of the sector and most importantly its future potential. It could make recommendations on potential interventions by the city council and other partners and contribute to the development of other relevant policy and guidance.

A report produced by Brighton Institute of Modern Music (BIMM) for the B&H Arts Commission concluded that the city *'…has one of the highest numbers of live music venues per capita in the UK, which is central to the city's reputation of enjoying a 'thriving' music scene'.* But when it comes to the larger names in music *'…we are a **commuter city'**.* This is primarily because there is '*a shortage of venues with over 600 capacity'*.

Other key local issues were also highlighted in the BIMM report or have arisen from recent events relating to smaller music venues and festivals in the city. These include:

<u>Do we have the right number and size of music Venues?</u>

- Small venues – a healthy number but the recent problems facing venues such as the Freebutt
- Intermediate venues – only 2 now Old Market closed down
- Large venues 600+ Brighton Centre, Corn Exchange, Dome
- Potential of Falmer Stadium

What is the key role of festivals in the city?

- The growth in revenue from live music nationally is seen to be mainly due to Festivals – the top 200 festivals contribute £450m to the economy
- Successes in the city of The Great Escape and Brighton Live
- However*, 'the purely commercial music festival businesses has not yet fared well in the city and its surrounds'* e.g. Beach Down
- Open air events such as Fat Boy Slim, White Air – are we getting them right and can the city cope with them?

What are the financial implications of being a 'commuter' city for music?

The Panel could consider what revenue is lost in terms of both residents of B&H travelling to other towns to see live music and the potential employment and tourism opportunities that could result if suitable larger venues were available in the city.

This scrutiny review is recommended to take place to produce the following beneficial outcomes:

- A strategy for enabling the continuing growth of the live music scene in the city.

Recommendation – possible panel topic.

2. How to Support Independents and Develop Brighton & Hove's Unique Retail Offer

The original issue that was raised was looking at the impact of supermarkets on small businesses including:

- Can the Planning process be used to limit the number of larger chains/supermarkets
- Their impact on small businesses during a recession
- The loss of green spaces

However some of the benefits of supermarkets need to be acknowledged, including lower food prices and enabling developments in the city to take place. Research has also shown that in some areas the building of a new supermarket has attracted new shoppers to the area e.g. the Tesco in Hove and the impact on George Street.

Local stores are more likely to have a higher economic multiplier effect, with profits being re-spent in the local economy. Local retailers also provide some of the essential character and visitor offer of the city. Data has shown the resilience of small local retail shops in the city in maintaining employment and increasing stock over the past decade. The All-Parliamentary Small Shops Group report has spoken about *'…the intense pressure small shops face'*.

Nationally in 2007 supermarkets had an 85% share of the UK groceries market, with the 'big four' accounting for an almost 75% share.

Supermarkets have A1 class use and planning cannot be refused on the basis of competition, so councils only have limited in power to prevent more supermarkets locating in their area.

The RB of Kensington & Chelsea set up a Retail Commission to look at how larger chains and small retailers could co-exist. The Commission found that although the national trend for fewer shops, but larger units, would continue:

'Small specialist shops are essential to sustain the diversity, vibrancy and character of shopping areas'.

The recommendations, produced in 2007, contained a set of actions for local authorities which could be explored in relation to this city. Similar work was also undertaken in Leicester in 2008.

A recent report from the New Economics Foundation highlighted that the towns most dependent on big chains were also likely to be the most vulnerable to the economic crisis. http://www.neweconomics.org/press-releases/clone-town-britain-2010-high-street-diversity-still-on-endangered-list

Importance of small traders in the city

Figure show that *'**80.5%** of Brighton & Hove businesses employ less than 5 people'*

Concerns over the potential impacts of supermarkets at specific locations e.g Portland Road

Traders concern in this area led to work being done promoting the Council's support for small traders

Business Retention and Inward |nvestment Strategy highlights the importance of retaining and supporting existing businesses

Council initiatives to support local retailers

These include:

- Be Local Buy Local
- Business Lifebelt Campaign – Ride the Wave campaign is part of the Council's 'counter recession' work

LSP – A key priority is to 'Promote Enterprise and Learning' and highlights the work of the 'Be Local, Buy Local' and Business Lifebelt campaigns to assist employment and economic development.

Council – 'Protect the environment while growing the economy'. The Corporate Plan refers to the need to protect our *'unique retail experiences'*[1] and giving space for businesses to start and grow.

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[1] BHCC Corporate Plan 2008-2011 http://www.brighton-hove.gov.uk/downloads/bhcc/performance_team/Corporate_Plan_2008_V310708.pdf

Due to the size of the topic, the scrutiny could take as a starting point looking at how the council can ensure it offers a consistent and effective support to local retailers. Focus on the powers the council has, including through Planning and special initiatives, to:

'…mitigate the closure of independent retail and maximise the opportunities around local, independent and secondary retail centres.[2]'

It could then determine whether it wanted to look at further issues such as those outlined in the Recommendations section below.

This issue was considered in a brief report to Enterprise, Employment and Major Projects Cabinet Member Meeting on 15th September 2009. However it would be beneficial to look at this issue in greater detail. This could include the following outcomes, to:

- Map Council services which relate to, or are used by, local retailers and larger shops and assess their consistency
- Consider the impact of express supermarkets in specific locations in the city
- Develop pro-active intelligence about potential new multinational retail units and use to assist enforcement
- Look at further ways of assisting local retailers and showing them the Council's support
- Understand the impact of Coalition cuts to business support services
- Examining ways to attract foreign spend into the city and on smaller

Recommendation – Possible panel topic, although waiting changes to national legislations may be sensible.

3. Innovative ways to support culture

Issue: Reduced funding in future years may have a detrimental impact upon non statutory cultural provision. CTEOSC is already considering in its work-programme the 'economic case for culture'.

A Scrutiny panel could build upon this and look at:

- alternative and additional ways to support this sector such as joint commissioning, examining other related business models and the issue of private donors.

- Creating a business case for culture for the

- Other models of provision such as Glasgow Life which is a company limited by guarantee which has been established to manage culture

[2] Impact of Supermarkets on Local Businesses report to Enterprise, Employment and Major Projects CMM, agenda http://present.brighton-hove.gov.uk/mgConvert2PDF.aspx?ID=2147&T=10

and sporting services in this city. Its sub-brands include Glasgow Arts, Glasgow Museums and Glasgow Sports. The Board of this company includes councillors and the former leader of the Council.

Recommendation – possible panel topic.

4. End of Renaissance funding

Renaissance is a governmentt funded programme to transform regional museums. B&H currently receives c. £1m per year for this programme. Not currently clear how projects will be affected in the future. Also not known how will the shortfall be made up when renaissance funding comes to an end? A verbal update on the future of this funding from the Head of Royal Pavilion & Museums to CTEOSC on 1st July highlighted that future of alternative funding opportunities was not clear, for example:

'The Museums, Libraries & Archives (MLA) review was considering core funding museums with designated collections and big audiences. This would be 5 year funding. Challenge funding is being considered for other museums which would involve strategic commissioning.'

Recommendation – There is already a significant amount of work being undertaken in this area and scrutiny will be involved in this issue through:

- A Museum workshop which will consider this issue is being run in October 2010
- Report on the business case for culture to on CTEOSC workprogramme

There would be limited utility in establishing a panel.

5. Developing B&H as a destination

Issue: balancing its appeal as a party town against other tourism opportunities and developing the city as a conference town

A SWOT analysis to develop the most recent tourism strategy highlighted as a weakness;

> *'…achieving the right balance between the hedonism of night-time economy and desire to provide quality offer to all visitors'.*

This is an area where a significant amount of policy/strategy/monitoring is already being done, for example:

- No significant concerns were raised about Tourism when CTEOSC received a report on the Tourism Strategy at their meeting on 1st July 2010. A report on Tourism highlighted the good performance in this area, which included being given an average score of 8.45 in the 2009 On Street Visitor survey
- A comprehensive tourism strategy has been developed for 2008-2018.

Recommendation – Monitoring of the tourism strategy should be built into CTEOSC's work-programme.

6. Provision of Arts for the Deaf Community

In working with the city's deaf community and John Walker (Convenor of Deaf Studies, Sussex Uni), an issue has emerged surrounding the lack of theatre and cinema performances in B&H where there is provision of a British Sign Language interpreter, and the general exclusion experienced by the city's deaf community in terms of the arts. This might make a good topic for a one-day session, as per the snow scrutiny.

There are different levels of communication with deaf people, depending on which language they were taught at school. This could have been only Sign Language (SL), or SL and English. Generally, deaf people's main form of communication is SL. Some people are deaf and blind and their communication and access to services are even more limited.

Current issues

- SL isn't always an effective way of accessing cultural activities as deaf people concentrate on the interpreter and miss out on the performance.
- Some deaf people prefer subtitles if their level of English is good, but not all deaf people can read.
- General number, timing and publicity for cinema/theatre performances for deaf people
- Speed of the interpreters and subtitles should be at a manageable
- Theatre interpreters cost more as they have to learn the scripts. If the attendance is not good then it may not be lucrative for the Theatre.
- Selected days at cultural attractions – museum/Pavillion etc – have been successful
- Location of signers/subtitles can be problematic
- Highly visual performances e.g. christmas pantomimes are popular
- Are special performances commercially viable?
- Deaf Theatre Groups present performances e.g. Krazy Katz. These tend to be small plays rather than the full play and can be aimed more at children.
- Some deaf people are unable to read and therefore are unable to fill out the forms to join the library membership. Feedback received was that on an occasion no one at the library could help the deaf person, so they ended up walking out.
- Anecdotal evidence suggests other cities (e.g. Bristol) offer a wider choice of films with subtitles.
- Hearing people sometimes complain about the subtitles in films, as it can reduce the size of the picture.

Recommendation – Ask for a presentation/report to be added to the Committee's work plan for spring 2011. This may be something to pick up as a panel after that.

7. Seafront facilities for children and young people

Give Brighton facilities for children and families that we can be proud of, the old paddling pool which was ideal in design has just been removed, and a small fancy one supplied, nowhere for parents or grandparents who accompany these children, to sit down, or toilets. it is just paying lip service to the huge demand for childrens play areas. It seems the council and therefore the town doesn't want families here. I'm glad my children are grown up, but when my grandchildren visit I am ashamed to show them the only place to play – that small paddling pool. Come on Brighton, we have hundreds if not thousands of kids who need proper facilities on our sea front, take a lesson from Worthing, Littlehampton, or Eastbourne!

Visit Brighton describes Brighton Seafront as;
'Dominated by the famous pebble beach and the architectural beauty of Regency squares and crescents, Brighton and Hove seafront is a relaxed, friendly and diverse place to eat, shop and play. Try your hand at volleyball, basketball and a wealth of watersports, go east on the Volks, England's oldest electric railway, stop off at the Sea Life Centre or head west for the children's play area, the green expanse of Hove Lawns and watersports of Hove Lagoon'

It is hard to see where a scrutiny panel could add value to this issue; there are a wide range of facilities available on the seafront already.

8. Personal Finance in the City

National CAB figures for the first quarter of 2010/11 show problems relating to consumer credit debts showed a slight decrease for the first time in two years. However there were still significant increases in enquiries about most priority debts, which are those where the consequences of not paying are most serious, between Q1 2009/10 and Q1 2010/11.

- Water supply debts rose 18%
- Council tax arrears rose 7%
- Telephone debts rose 7%
- Rent arrears to private landlords rose 18%

Independent Legal advice providers within Brighton and Hove including the Citizens Advice Bureau, BHT and MACS gave one to one advice to over 17,000 residents in 2008–09, helping them to deal with their debts, maximise their incomes and stay in their homes during the difficult economic climate. Much of this work was and continues to be delivered and supported by highly skilled, trained and dedicated volunteers in the city.

Changes at a national level to tax, benefits and pensions will clearly have an impact on debt levels. The publication of the Comprehensive Spending Review in October 2012 will provide some clarity on this.

Brighton and Hove has a large student population, a recent survey found the average debt per year of study for the year 2010 has risen to £5,340, an increase of 5.4% from the previous year. Students starting university in the next academic year will graduate with an average of almost £25,000 worth of debt.

Recommendation – It is suggested that as this is a very cross-cutting issue (benefits, third sector, housing, council tax, credit union, employment etc) that a workshop session for scrutiny members is developed in 2011. There is an LSP group that seeks to coordinate the work of advice services, and any scrutiny activity should be linked with this group.