

Subject:	Outdoor Events – Madeira Drive Road Closures 2019		
Date of Meeting:	22nd November 2018		
Report of:	Executive Director, Economy, Environment & Culture		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To seek approval from members for landlord's consent of the proposed programme of events on Madeira Drive in 2019 and the associated road closures.

2. RECOMMENDATIONS:

- 2.1 That the committee grants landlord's consent for the 2019 programme of events on Madeira Drive and the associated road closures as listed in Appendix 1.
- 2.2 That the committee authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate.
- 2.3 That the committee authorises the Executive Director, Economy, Environment & Culture, after consultation with the Chair of the committee and opposition spokespersons, to make any alterations to the events programme as necessary and to approve new applications in accordance with the Outdoor Events Policy.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 The wider context of the Outdoor Events Programme is currently being considered as part of an emerging Outdoor Events Strategy. Consultation will take place on the draft Outdoor Events Strategy prior to the Strategy being brought to this Committee at a future meeting for the consideration of members. The necessity for event organisers to know if their event has been granted landlord's consent at this time (to enable planning for next year) means the implications of the Outdoor Events Strategy will be seen in the programme for Madeira Drive in subsequent years.
- 3.2 Madeira Drive is a very important venue for events in the city. The long heritage of events on Madeira Drive is reflected by most of the events listed in Appendix 1 having taken place at this location previously. The events draw residents and visitors to Madeira Drive which extends the Seafront offer both geographically

(along from the main tourism area between the piers) and seasonally (by holding events throughout the year). A proposed new event is listed in 3.3.

- 3.3 The closure of the Madeira Terraces has not currently resulted in a reduction in proposals for events on Madeira Drive. However, the safety fence adjacent to the Terraces has impacted upon the operational requirements of some events. The council is seeking a long term solution to replace the Madeira Terraces which are beyond repair. It will be important that this solution enhances Madeira Drive as an events venue and assists with the long term economic sustainability of the area.

3.4 **New and Amended Events**

3.4.1 Glow Run - Saturday 27th April

A 5K fun run open to all ages and abilities. Taking place at dusk the event features Neon obstacles, lighting zones and foam tunnels. This is a commercial event that will pay a commercial hire fee for the use of Madeira Drive.

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

- 4.1 Not applicable

5. **COMMUNITY ENGAGEMENT & CONSULTATION**

- 5.1 Consultation is taking place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service and NHS Trust. Internally, consultation is taking place with the Seafront Office, Environmental Health & Licensing, City Parks, Civil Contingencies, Sustainability and Highways.
- 5.2 As this report is being considered well in advance of next year's programme to assist organisers, it has not been possible to include all consultation responses in the report. A verbal update on the consultation responses will be given at the committee meeting.

6. **CONCLUSION**

- 6.1 Landlord's consent is required for the staging of all major outdoor events on council land within Brighton & Hove.
- 6.2 Events continue to form an increasingly significant part of the council's overall tourism strategy. As well as bringing substantial economic benefits to the city, people experience civic pride when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city as well as bringing significant economic benefits.

7. **FINANCIAL & OTHER IMPLICATIONS:**

Financial Implications:

- 7.1 In accordance with the existing Outdoor Events policy, fees are charged for commercial events and any costs incurred are the responsibility of the organiser.

In addition, a reinstatement deposit is usually held and evidence of adequate insurance cover is required. The fees charged are determined by negotiation based on a number of factors including capacity, whether a new or established event, whether an admission fee is to be charged and infrastructure required; all of these are subject to agreement by officers as per the recommendations of this report.

- 7.2 The income generated from fees charged for commercial events on Madeira Drive contribute to the costs of the Outdoor Events Team and enables charitable and community events and free public entertainments to be supported at reduced rates across the city.

Finance Officer Consulted Gemma Jackson

Date: 22/10/18

Legal Implications:

- 7.3 The Council is empowered under the East Sussex Act 1981 to use Madeira Drive for up to 28 days a year in order to facilitate the staging of major outdoor events.
- 7.4 The proposals in this report are made in accordance with the Outdoor Events Policy.
- 7.5 The terms of the agreements with the event organisers, the ongoing consultation process and the long lead-in periods should ensure that the events are safe and well managed and that disruption is kept to a minimum.

Lawyer Consulted: Hilary Woodward

Date: 22/10/18

Equalities Implications:

- 7.1 The Events programme caters for people from all sectors of the community as there is a diverse range of events that are staged in the city each year. Issues such as physical access to an event and designated viewing areas are developed and detailed in event plans where applicable.

Sustainability Implications:

- 7.2 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 7.3 The nature of outdoor events means that they often involve a range of potential sustainability impacts (both positive and negative) from travel, energy and water use, food, local economic and social impacts, use of outdoor spaces and production of waste. Through the Sustainable Events Programme, event organisers are supported to improve sustainability at their events, focusing on the areas with the highest potential impact. The programme is certified to the international standard for environmental management ISO 14001.
- 7.9 The Sustainable Events Programme gained certification to the International Standard for Sustainable Events ISO 20121 in October 2013. The programme helps deliver visible sustainability initiatives, particularly around event waste recycling and encouraging people to use public transport. The Sustainable

Events Programme contributes to the culture and community principle of the One Planet Sustainability Action Plan.

Any Other Significant Implications:

Risk Management Implications

- 7.10 The City Safety Advisory Group has an overview of all the major events that take place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol and good working partnerships between the council and emergency services are in place in the city and close agency working will be integral to both the planning and delivery of events.
- 7.11 Event specific Safety Advisory Groups can be convened for all major outdoor events taking place in Brighton & Hove..
- 7.12 Sussex Police are involved in both the consultation and planning of all major events.

Public Health Implications

- 7.13 The diverse range of events has the potential to contribute positively to the health and well-being of the participants. This includes the direct benefits of taking part in physical activity events such as those for running, walking and cycling. Furthermore, events can contribute to a sense of community, local pride and cultural identity which can have a positive impact on the well-being of those involved.

SUPPORTING DOCUMENTATION

Appendices:

- 1. Madeira Drive road closures 2019

Documents in Members' Rooms

None

Background Documents

None