

# CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

## Agenda Item 47

Brighton & Hove City Council

Subject:	Special Events – Madeira Drive Road Closures 2011
Date of Meeting:	7th December 2010
Report of:	Head of Tourism & Leisure
Contact Officer:	Jayne Babb Tel: 290372
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Key Decision:	No Forward Plan No. (7 Digit Ref): n/a
Wards Affected:	All

### FOR GENERAL RELEASE

#### 1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed programme of special events on Madeira Drive in 2011 and to seek approval of the associated road closures.

#### 2. RECOMMENDATIONS:

- That the Cabinet Member for Culture Recreation & Tourism
- 2.1 Approved the events list in Appendix 1
- 2.2 authorises officers to enter into formal agreements with event organisers to determine conditions, fees and levels of support as appropriate &.
- 2.3 authorises the Head of Tourism & Leisure after consultation with the Cabinet Member for Culture Recreation & Tourism to make any alterations to the events programme as necessary and to approve new applications.

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

- 3.1 Most of the events listed in Appendix 1 have taken place on Madeira Drive before and retain their traditional place in the events calendar and their usual format.
- 3.2 The second Brighton Marathon will take place on Sunday 10<sup>th</sup> April 2011. This event will start in Preston Park and finish on Madeira Drive This event received consent from Cabinet in April 2010.
- 3.3 Brighton and Hove Bus Company are celebrating their 76<sup>th</sup> anniversary in 2011. As the centrepiece of the celebrations they want to use Madeira Drive for a display of buses throughout the years and an exhibition of public transport related memorabilia.
- 3.3 The Old Skool Ford Club has held their London to Brighton Run for the past two years in Brighton Marina. Due to the popularity of the event, the club wish to hold the final display of cars on Madeira Drive, comprising of over 600 classic ford cars including Anglia's, Cortina's, Escort's, Capri's and Granada's.
- 3.4 InCarNation is a new event for 2011 This is a car meet that is held on the last Wednesday of each month at Ace Cafe London. Various makes & types of Saloon & Sports cars attend InCarNation, to include vehicles manufactured in Japan, Europe and the UK. The proposal is to host an annual gathering which will be a static display to celebrate the UK's best 1000 modified and performance cars on Brighton's Madeira Drive with attendees competing for a variety of awards & prizes on Saturday 19th March 2011
- 3.5 Ace Cafe London organises and hosts a major motorcycle event, the annual Ace Cafe Reunion, held over the 2nd weekend of September each year on Brighton's Madeira Drive. The 18th such event will be held in 2011

#### **4. CONSULTATION:**

- 4.1 Consultation has taken place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service, NHS Trust and the Seafront Traders Association. Internally, consultation has taken place with the Seafront Office, Environmental Health & Licensing and Highways. Further consultation will take place as each event is developed with respective event organisers.
- 4.2 All ward councillors were circulated the list of events overall the comments were positive with members pleased to see so many events taking place in the city. The Queens Park ward councillors commented that they were delighted about the new sustainability standards for the events programme. They reiterated their concerns from last year about

loss of access to the beach when some events take place and the increase in air pollution and carbon emissions in the area during some of these events.

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

### **5.1 Financial Implications:**

- 5.1.1 The council finances its support for community events and free public entertainments through revenue received from major events. The only contribution from the Revenue Budget is for the Events' Officers' salaries. All major event organisers are required to provide a deposit. This would cover the cost of reinstatement, including the removal of litter, should it prove necessary for the council to undertake the work and use its own contractors.

Finance Officer Consulted: Karen Brookshaw      Date: 22/11/2010

### **5.2 Legal Implications:**

- 5.2.1 Brighton & Hove City Council is empowered under the East Sussex Act 1981 to use each park and open space for up to 28 days a year in order to facilitate the staging of major outdoor events. Some events may need planning permission (permissions may be available for grants of up to 28 days in any one year under the terms of Part IV Class B of Town & Country Planning (General Permitted Development) Order 1995).
- 5.2.2 The proposals in this report are made in accordance with the Outdoor Events Policy. The policy incorporates relevant considerations in respect of convention rights incorporated by the Human Rights Act 1998. The policy is clear that a balancing act is required between the competing interests of those who attend the events and those who do not wish to attend and consultation is suggested to ensure that this balancing exercise is properly carried out.
- 5.2.3 The terms of the agreements with the event organisers, the ongoing consultation process and the long lead-in periods ensure that the events are safe and well managed and that disruption is kept to a minimum.

Lawyer Consulted: Marten Matthews      Date: 24<sup>th</sup> November 2010

### 5.3 Equalities Implications:

5.3.1 The Events programme caters for people from all sectors of the community as there are 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.

### 5.4 Sustainability Implications:

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

5.4.2 A set of sustainability guidelines will be given to all event organisers to place sustainability high up the agenda when planning for all outdoor events.

5.4.3 In August 2010 the city council's outdoor events team was awarded BS8901. Implementation of the standard will aid the delivery and performance management of the council's outdoor events programme. It will also provide the framework for increasing staff awareness, along with engagement and training on sustainability issues so that outdoor events that are staged in the city are as sustainable as possible. A set of sustainability guidelines will be given to all event organisers to place sustainability high up the agenda when planning for all outdoor events.

### 5.5 Crime & Disorder Implications:

5.5.1 Safety Advisory Groups will be convened for all major outdoor events taking place in Brighton & Hove that have the potential to attract significantly large numbers of people. A protocol between the council and emergency services was agreed in 2004 and will be used for these events in 2011.

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

### 5.6 Risk and Opportunity Management Implications:

5.6.1 All events will be subject to full site-specific, suitable and sufficient risk assessments.

5.7 Corporate / Citywide Implications:

5.7.1 The events programme takes place on Madeira Drive and along the seafront between Brighton Pier and Brighton Marina.

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

6.1 Not applicable

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

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

7.2 . Events continue to form an increasingly significant part of the council's overall tourism strategy as well as bringing significant economic benefits to the city. In 2009 events contributed 732 million to the city's economy and created 14000 full time equivalent jobs for local people.

People experience civic pride and satisfaction when major recreational, sporting and entertainment events take place in their locality. These help to bring regional and national recognition to the city and enhance the reputation and identity of the area, as well as bringing significant economic benefits.

## **SUPPORTING DOCUMENTATION**

Appendices:

1. List of proposed Madeira Drive road closures for 2011.

Documents In Members' Rooms

Not applicable

Background Documents

1. Proposals from event organisers

