

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

Agenda Item 50

Brighton & Hove City Council

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| Subject: | Special Events – Madeira Drive Road Closures 2014 | | |
| Date of Meeting: | Thursday 23rd January 2014 | | |
| Report of: | Assistant Chief Executive | | |
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| Ward(s) affected: | All | | |

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To set out the proposed programme of special events on Madeira Drive in 2014 and to seek approval for the associated road closures.

2. RECOMMENDATIONS:

- 2.1 That the committee grants consent for the 2014 programme for special 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 Assistant Chief Executive, after consultation with the Chair of the Committee, to make any alterations to the events programme as necessary and to approve new applications.

3. CONTEXT/ BACKGROUND INFORMATION

- 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. Outdoor events play a major role in the city being a leisure destination and therefore contribute significantly to the economic impact that tourism brings to the city. The latest economic impact assessment values the contribution of tourism to the city's economy at £800m per year and supports 18000 jobs (13500 full time equivalents).
- 3.2 **Tour of Britain. Saturday 13th September**

- 3.2.1 The Tour of Britain is Britain's leading professional cycle race. Won in 2013 by Sir Bradley Wiggins, the event attracts leading professional riders from around the world. The Brighton finish would be the penultimate stage before the finale in London the following day. The race would enter Brighton via Ditchling Beacon with a route to the finish being Coldean Lane, Lewes Road, Elm Grove, Warren Road, Wilsons Avenue, Marine Parade and Madeira Drive. The race takes place on rolling road closures (apart from Madeira Drive) and is expected to take a maximum of 20 minutes past any single point. The event draws large numbers of spectators with crowds of up to 40,000 people attending some of last year's stages.
- 3.2.2 The finish in Brighton & Hove would be the end of a Sussex stage that would go through West Sussex and East Sussex before reaching the city. Bringing The Tour of Britain to Sussex is a partnership including Brighton & Hove City Council, West Sussex County Council and East Sussex County Council. In addition, this partnership will extend to include the district and borough local authorities in West and East Sussex that the route will pass through
- 3.2.3 The Tour of Britain in 2013 attracted substantial media coverage which is a reflection of the development of the event as it has grown over the last 10 years. There was 24 hours of coverage on ITV4, free to view terrestrial television plus live coverage of all 8 stages on British Eurosport with nightly re-runs. The ITV4 coverage included a minimum of 2 hours live coverage of each stage plus a 1 hour highlights programme each evening, repeated the following daytime
- 3.2.4 At the first meeting of the newly formed Tourism Advisory Board, the positive benefit that a high profile professional cycling event could bring to the city was expressed. Particularly, as elite cycling in this country is currently experiencing a golden period with success in the Tour de France and the Olympics.

3.3 Color Run. Saturday 20th September

- 3.3.1 This event first took place in 2013 and was a resounding success. 6000 people took part in what the organisers describe as 'the happiest 5km on the planet'. Initial concerns regarding colour being left on the seafront were unfounded with the organisers orchestrating a very effective and quick clean up operation, which they paid for. The organisers are looking to double the number of entries for 2014 being achieved by having two waves starting at different times in the day.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 Not applicable

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Consultation has taken place with Ward Councillors, Sussex Police, East Sussex Fire & Rescue Service, South East Coast Ambulance Service and NHS Trust. Internal officer consultation has taken place with the Seafront Office, Environmental Health & Licensing, City Parks, Civil Contingencies and Highways.

- 5.2 Consultation has taken place and there have not been any substantive issues raised on the programme of special events for Madeira Drive in 2014.

6. CONCLUSION

- 6.1 Landlord's consent is required for the staging of all major outdoor events within Brighton & Hove.
- 6.2 Events continue to form an increasingly significant part of the council's overall tourism strategy and contribution to the city's economy. 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.

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 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 or free of charge. The target income for outdoor events in 2013/14 is £217k. This is expected to increase to £222k in 2014/15 after allowing for the 2.5% inflationary increase in accordance with the budget strategy.

Finance Officer Consulted: Name Michelle Herrington Date: 13/12/13

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. 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.

- 7.5 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: Bob Bruce Date: 12/12/13

Equalities Implications:

- 7.6 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:

- 7.7 All events are planned and staged in accordance with the statutory powers and planning obligations as set out in the Outdoor Events Policy.
- 7.8 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. For this reason, there is significant potential to publicly demonstrate how outdoor events contribute to Brighton & Hove becoming a more sustainable city. Through the Sustainable Events Programme, events 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:

- 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. Where required an event specific Safety Advisory Group can be convened for any major outdoor event taking place in Brighton & Hove that has the potential to attract significantly large numbers of people.

- 7.11 Sussex Police are involved in both the consultation and planning of all major events.
- 7.12 All events will be subject to full site-specific, suitable and sufficient risk assessments.

SUPPORTING DOCUMENTATION

Appendices:

1. Madeira Drive road closures 2014

Documents in Members' Rooms

None

Background Documents

None