

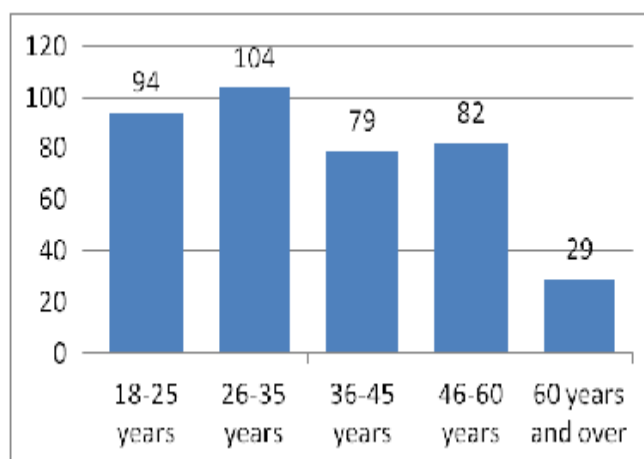
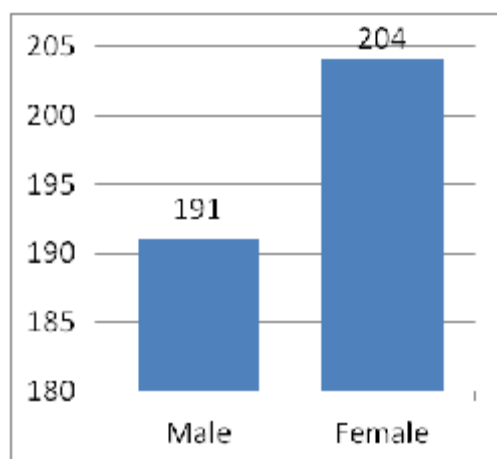
Improving the Early Evening Cultural Offer - Night Time Economy Scrutiny Review

Findings from 'York After 5' Survey

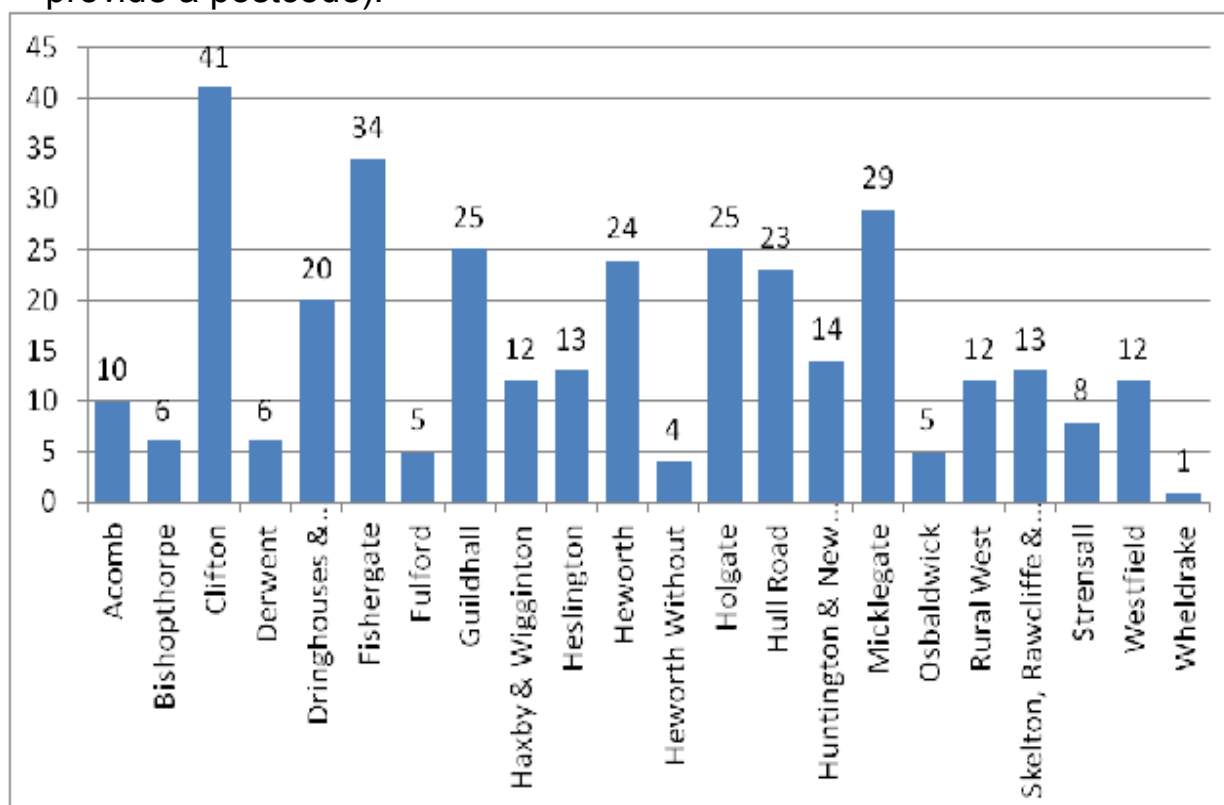
1. There were a total of 472 responses to the 'Yorkafter5' survey. For those we have the following equalities breakdown:

Gender: 395 provided their gender
(77 did not respond)

Age: 388 provided their age
(84 did not respond)



Ward: 342 provided a complete postcode which can be matched to a York ward. An additional 53 respondents provided a partial postcode which can be identified as York but not to a particular ward (77 did not provide a postcode).



2. Questions 1-2 and 20-21 were generic questions. Feedback on those questions is shown below:

3. Qu.1 - Do you use the city centre after 5pm?

There were 469 responses to the question. Of those, a majority indicated that they use the city centre between 5pm and 11pm, with 44% using the city centre at some time between 11pm and 5am.

	<u>5-7pm</u>	<u>5-8pm</u>	<u>8-11pm</u>	<u>11pm-5am</u>	<u>Do not use</u>
Overall	51%	75%	89%	44%	6%
Male	48%	75%	84%	51%	5%
Female	56%	78%	80%	38%	4%
18-25	54%	64%	85%	84%	1%
26-35	55%	75%	85%	43%	5%
36-45	48%	84%	79%	38%	6%
46-60	56%	80%	77%	26%	7%
60+	31%	83%	83%	0%	3%

4. It should be noted that a proportion of the people who responded positively to using the city centre between 5pm and 7pm and 5pm and 8pm may be making their way home from work in the city centre.

5. Qu.2 – Why do you to visit the city centre after 5pm?

There were 452 responses to question 2. Responders were given a number of options and asked to tick all that applied:

	<u>No.</u>	<u>Social</u>	<u>Cultural</u>	<u>Business</u>	<u>Other</u>
Overall	452	92%	72%	16%	8%
Male	186	89%	69%	19%	11%
Female	198	93%	79%	12%	6%
18-25	93	98%	67%	19%	8%
26-35	101	94%	76%	17%	8%
36-45	77	94%	78%	12%	5%
46-60	78	92%	74%	14%	12%
60+	28	57%	79%	18%	11%

6. In regard to the 8% (35 responders) who indicated 'Other', the following reasons were indicated:

- Shopping/banking
- Live in the city centre
- Commuting
- Work
- Attending Meetings
- Fishing
- Transporting others in and out of the city centre

7. Qu.20 - In your opinion, what is good about the city centre and the activities in York after 5pm?

There were 284 responses to question 20 - specific feedback is shown at Appendix 1.

8. There were many positive comments about the city centre including its attractiveness, its compact nature, the large variety and good quality of its restaurants and bars, its safe and friendly atmosphere up to 8-9pm, and its uniqueness. Whilst specific annual one-off events were mentioned, some negative comments were made regarding the city centre's lack of evening activities for families, lack of evening coffee bar culture, and the limited number of alternative activities outside of visiting bars and restaurants. Some respondents liked the fact that the shops were closed after 6pm highlighting that it resulted in a more relaxed atmosphere in the city centre. Whilst others thought shops opening later would encourage city centre workers to remain in the centre and partake in the rest of the evening offer. A small number expressed the view that there was little or nothing to do in the city centre in the evening and that the city centre was dying. Also that the current offer is mainly aimed at tourists and not residents.

9. Qu.21 - Suggestions for what might improve your use or enjoyment of the city centre?

There were 286 responses to question 21 – specific feedback is shown at Appendix 2. Many responders suggested similar improvements –see summary list below:

- Less drunk people
- Shops opening later
- More non-alcohol related things to do
- Later Park & Ride services
- More open air activities
- Transport improvements including cheaper buses and free central parking in the evening
- Improved lighting
- Cleaner streets
- More visible policing
- Attractions open later
- Coffee shops and cafes staying open later

10. The following questions were included in the survey to specifically support this scrutiny review:
11. Qu.3 – What social and cultural activities/events would encourage you to visit the city centre after 5pm?
 There were 258 responses - specific feedback is shown at Appendix 3. In summary, many of the responders suggested the following would encourage them to visit the city centre after 5pm:
- Open air events including theatre performances, film screenings, live music events, street entertainment
 - Evening markets and festivals
 - Museums and galleries closing later
 - Coffee shops and cafes (non-alcohol venues) open in the evening
 - More evening cultural / arts centre activities
12. The responses also highlighted a number of issues that discourage/limit their visits to the city centre after 5pm:
- Poor advertising of evening events
 - Cost of bus fares and parking
 - Poor lighting at cycle parking sites
13. Qu.9 -12 Concerning taking children into the city centre after 5pm?
 There were 442 responses to question 9. Of those, 67 (15.2%) said Yes they would take their children into the city centre after 5pm, 70 (15.8%) said No, and 305 (69%) of responders confirmed they had no children. Of the 137 who responded to say they had children, 115 provided information on their children's age range as follows:
- 0-7 years – 56 (40.6%)
 8-11 years – 37 (26.8%)
 12-16 years – 45 (32.6%)
14. Of the 67 (15.2%) who answered yes to taking their children into the city centre after 5pm, many gave their reasons for visiting:
- Eating Out (43)
 - Cinema (20)
 - Theatre (20)
 - Festivals / Organised Events (14)
 - Entertainment / Tourist Attractions (9)
 - Illuminate York (5)
 - Shopping (4)
 - Church Events (2)
 - River Walks (1)

- Markets (1)
 - Library / Learning Activities (1)
15. A number of those who answered yes also raised issues around safety, the price of some events e.g. Illuminate York, and the limited number of things you can do with children in the city centre after 5pm.
16. The following reasons were given by the 70 (15.8%) who responded saying No they would not take their children into the city centre after 5pm:
- Anti-social behaviour and safety issues (38)
 - Age of children (11)
 - Lack of family-friendly evening activities and venues (7)
 - Nothing for children to do (7)
 - Vehicle restrictions and Cost of Parking (2)