

Night Time Economy Corporate Scrutiny Review Final Report - Cover Report

Introduction

1. This cover report presents the final report from the Corporate Scrutiny Review of York's Night Time Economy and asks Cabinet to approve the recommendations arising from the review.

Background to Review

2. At a meeting on 24 June 2013, the Corporate & Scrutiny Management Committee (CSMC) considered a number of possible topics for review in this municipal year, including two topics which cut across the remits of all the scrutiny committees (Improving York's Night time Economy, and Impacts of Mental Health). It was recognised that both topics would support the Council's current key priorities in its Council Plan 2011-2015.
3. In July 2013, CSMC received a briefing report on the suggested night time economy theme and having acknowledged its suitability for corporate scrutiny review, instructed each of the Overview and Scrutiny Committees to carry out a NTE related review in line with their individual terms of reference.
4. As a result, the standing Overview and Scrutiny Committees agreed to investigate the following topics – links have been provided at the end of this report to each of their final reports:
 - Economic & City Development – to encourage longer retail opening hours and enhance evening access in and out of the city centre
 - Health – to identify the impact of the night-time economy on the Emergency Department at York Hospital at peak times
 - Community Safety – to examine ways to improve the attractiveness and cleanliness of the city centre in the evening

- Learning & Culture – to identify an improved cultural offer up to 8pm in order to extend the tourist day and encourage more tourists to stay for longer or overnight, with a particular emphasis on families

Consultation

5. To support the corporate review an online survey “Yorkafter5” was undertaken, running from 14 October 2013 to 29 November 2013. The survey included questions in support of all the reviews except the health review, and the response was good (472 responses). A report on the findings from the Yorkafter5 Survey is shown at Appendix 1 to the CSMC Final Report at Annex A.
6. Subsequently, in order to further explore some of those survey findings, the Policy, Performance & Innovation Team held a number of focus group meetings, gathered the views of City of York Council staff, and held discussions with members of the licensed retail trade – the findings supported the views of the public identified through the online survey, and were reported to Corporate & Scrutiny Management Committee at its meeting on 7 April 2014.

Review Conclusions

7. Acknowledging the hard work of all the overview and scrutiny committees, CSMC accepted that the evening economy in York was flourishing later into the night, but recognised the disconnection between daytime activity and night time activity. With this in mind they aimed to make a number of recommendations to address the dead period in the city centre between 5 – 8pm.
8. They acknowledged that based on the remit set for the corporate scrutiny review it had not been possible for the Health Overview & Scrutiny Committee to directly review issues affecting the city’s night time economy. However, they recognised that many of the Health Committee’s findings were related to alcohol and anti-social behaviour in and around the city centre which for many is seen as being a barrier to people visiting the city centre at night. The findings from Community Safety Overview & Scrutiny Committee also addressed factors that increase opportunities for anti-social behaviour, which it felt could be dealt with through a co-ordinated approach by CYC services.
9. Noting that the remaining two Committees had focussed on improving the city centre economy primarily between 5pm and 8pm, CSMC agreed

with the overall view that without a coordinated approach to extending retail opening hours, public transport availability and parking, and cultural opportunities, it would not be possible to achieve significant and sustainable long term improvements.

10. CSMC also noted the partnership arrangements of the new marketing organisation, recognising it will have a role to play if sustainable improvements are to be achieved. However they recognised that the Council will not have sole control in setting its specification.

Corporate Review Recommendations

11. With all of that in mind, CSMC agreed to make four key recommendations:
 - i. That CYC Economic Development Unit work with partners to introduce a pilot scheme in the Coppergate Shopping Centre area on Friday evenings, incorporating the following elements:
 - Extended retail opening hours until 8pm.
 - Extended opening hours for Cultural offer providers in and around the centre until 8pm
 - Opening hours for a number of Park & Ride sites be extended to 8:30pm during pilot period
 - Regarding city centre parking, the Committee agreed they would like Cabinet to consider two options. The first option was originally recommended by the Task Group following consideration of the financial implications as detailed in paragraph 32 of the final report. The second option was added at the end of the review when the full Committee considered the draft final report; therefore this option has yet to be costed. However the Committee recognise that should Cabinet choose to approve Recommendation(i), Cabinet will have time to fully consider the relevant implications associated with both options, during the preparation time leading up to the start of the pilot period,;

Option 1 - The Council's city centre car parks to be free to residents with Minstercards from 5pm (instead of 6pm at present) on Fridays during pilot period.

Option 2 – The Councils city centre car parks in the vicinity of the Coppergate Centre be free to all from 5pm on Fridays during the pilot period

- Opening times of CYC secure city centre car parks be extended until 8.30pm during pilot period
 - A marketing and promotional package be developed in support of the pilot scheme
 - Buskers and street entertainers be encouraged to perform in open spaces in and around Coppergate Centre during the pilot period
 - Pop-up market stalls and food outlets to be encouraged to trade in the Coppergate Centre during pilot period
- ii. That the Council, Safer York Partnership and health partners investigate the establishment of a city centre treatment and recovery centre to operate on Friday and Saturday nights to provide both clinical care and a place of safety
- iii. In an effort to improve the city centre aesthetics and help reduce opportunities for anti-social behaviour, CYC Officers in Public Realm, Waste Services and Legal Services work together with Safer York Partnership to identify an optimum way of preventing city centre businesses from presenting their commercial waste on the streets between 7pm - 6am.
- iv. In regard to the new city marketing organisation currently being proposed for the city to promote inward and visitor investment - following its formation, NewCo to liaise with city centre businesses and relevant cultural providers to assess the success of the pilot - see Recommendation (i), and assuming a level of success:
- a) Formulate a plan for a staged roll out across the city
 - b) Work with relevant city centre businesses and cultural providers to develop promotions and advertising that promote the early evening economy between 5-8pm.

12. To encourage a more joined up collaborative approach to cultural/retail provision in York in the future, the Task Group also agreed to recommend that:

v. NewCo consider including within its specification:

- A sub-strategy for helping to develop smaller festivals and supporting independent promoters to assist them in progressing new ideas, including providing and/or signposting possible funding for promotion/marketing.
- Encouraging all heritage, cultural and creative providers to work collaboratively and share information.
- Investigating the development or commissioning of a comprehensive listings service / publication.
- Encouraging city centre businesses and attractions to clearly display their opening and closing times for each day of the week.
- Promoting the use of the city centre's open spaces for a more diverse range of open air performances in the early evening period.
- Encouraging Festival Providers to extend the running times for Festivals and markets to cover the early evening lull up to 8pm, and encourage Buskers and street entertainers to perform throughout that period.

vi. Cabinet to:

- a) Encourage relevant parties to support the revival of 'dry' discos for young teenagers, whilst recognising and addressing the reasons for their demise, in particular the issue of safety outside venues.
- b) Instruct the Sustainable Transport Operations Manager to invite Park & Ride operators to consider later closing times of two Park and Ride sites either side of the city, subject to the assessment of the pilot scheme
- c) Instruct officers in Public Realm to identify the best option for dealing with the use of flyers in York - either a flyer consent scheme or a No-flyer Zone

- d) Encourage York's heritage and cultural venues to offer up their spaces for use by York's other smaller independent entertainment providers (and by those based elsewhere in the country), outside of their normal opening hours,
- e) Introduce of a number of high quality managed poster boards, strategically and sensitively placed throughout the city centre, in line with planning and heritage guidance

Council Plan

13. The corporate review supports the following priorities identified by the Council in its Plan for 2011-15:
- Create jobs and grow the economy;
 - Build strong communities;
 - Get York Moving;
 - Protect vulnerable people.

Options

14. Having considered the final report at Appendix 1 and its associated annexes, Cabinet may choose to amend and/or approve, or reject the recommendations arising from the review as set out in paragraphs 10 & 11 of this report.

Implications & Risk Management

15. The implications and risks associated with the recommendations above are detailed in paragraphs 32-35 of the review final report at Annex A.

Recommendations

17. Having considered the corporate review final report at Annex A, its Appendices, and the individual review final reports (viewable on the Council's website), the Cabinet is recommended to:
- i. Approve the recommendations shown in paragraphs 11 & 12 above.

Reason: To conclude the Scrutiny Review in line with CYC Scrutiny procedures and protocols.

Contact Details

Author:

Melanie Carr
Scrutiny Officer
Scrutiny Services
Tel No.01904 552054

Chief Officer Responsible for the report:

Andrew Docherty
AD, Governance & ICT

Report Approved **Date**

14 April 2014

Specialist Implications Officer(s)

Financial Implications:

Patrick Looker
Finance Manager CANS & CES

Legal Implications:

Glen McCusker
Deputy Head of Legal Services

Wards Affected:All **For further information please contact the author of the report****Background Papers:**

Economic & City Development Overview & Scrutiny Committee Final Report:
<http://modgov.york.gov.uk/ecCatDisplay.aspx?sch=doc&cat=13391&path=13028,13029,13389>

Health Overview & Scrutiny Committee Final Report:

<http://modgov.york.gov.uk/ecCatDisplay.aspx?sch=doc&cat=13393&path=13028,13029,13389>

Community Safety Overview & Scrutiny Committee Final Report:

<http://modgov.york.gov.uk/ecCatDisplay.aspx?sch=doc&cat=13392&path=13028,13029,13389>

Learning & Culture Overview & Scrutiny Committee Final Report :

<http://modgov.york.gov.uk/ecCatDisplay.aspx?sch=doc&cat=13390&path=13028,13029,13389>

Annexes:**Annex A – Night Time Economy Corporate Scrutiny Review Final Report**