

---

Meeting	Night Time Economy (Improving Evening Cultural Offer) Scrutiny Review Task Group
Date	20 January 2014
Present	Councillors Barnes, Reid (Chair) and Taylor

---

### 1. **Election of Chair**

Members were given the opportunity to nominate a Chair.

Resolved: That Cllr Reid be elected as Chair of the Night Time Economy (Improving Evening Cultural Offer) Scrutiny Review Task Group.

### 2. **Declarations of Interest**

At this point in the meeting, Members were asked to declare any personal interests not included in the register of interests, any prejudicial interest or disclosable interests which they might have in the respect of the business on the agenda or any other general interests they might have within the remit of the committee other than those listed within the agenda.

Cllr Taylor declared a personal non prejudicial interest that he worked at City Screen.

Cllr Barnes declared a personal non prejudicial interest that he is a trustee of the York Museums Trust.

### 3. **Public Participation**

It was reported that there had been no registrations to speak under the Council's Public Participation Scheme.

### 4. **Improving Evening Culture Scrutiny Review Report**

Members of the Task Group received a report that presented information in support of a proposed night time economy scrutiny review. It asked Members to formulate a work plan and

timeframe for dealing specially with improving the Evening Culture offer between the times of 5 and 7pm.

A representative from Visit York attended the meeting to share their views and agreed that this was currently a weak product for the City. From experience Visit York felt any proposals should be delivered in a collective mass including options on cheaper buses and parking which would encourage more people to use the City centre after 5pm.

Discussions took place regarding the unsuccessful Consortium Bid which York Theatre Royal had submitted on behalf of the Consortium Group. Although the Arts Council funding would not be available, the Group would be working to progress some of the proposals put forward. Members requested a copy of the Bid and agreed to attend the next Consortium Group meeting.

To agree a set of suitable aims and objectives the Task Group discussed:

- the barriers, including advertising and promoting.
- the family based culture and entertainment offer.
- what new cultural and entertainment activities could be suitable for York
- York's current cultural offer and how this could be improved and made available till 7pm.

Members questioned how events were currently promoted and Visit York confirmed they were largely a membership based operation but advertised events online and in store for free. It was agreed that advertising events, with enough time to promote them, was one of the main barriers. Members agreed to raise this issue throughout the review.

Members considered the results of the survey and noted the lack of cafes open within the City centre after 5pm. They agreed that events such as Illuminate York and Blood & Chocolate had been a huge success.

To enable the Task Group to indentify an improved cultural offer, which could extend the tourist day and encourage more tourists and locals to remain in the City, they would:

- attend Visit Yorks 'Big Attractions' meeting, which would include representatives from The Theatre Royal, National Railway Museum, Yorvik and Castle Howard.

- contact some local providers such as event and music promoters and local night clubs regarding a Youth disco.
- gather information from the Youth Council.
- contact some representatives from the 'Play Group'
- receive the schedule of festivals and events for 2014.
- contact smaller attractions and some buskers.

Resolved:

- (i) That the report be noted.
- (ii) That the Task Group identified the need for further information as detailed above.
- (iii) That an informal Task Group meeting be arranged for Monday 3 February 2014.
- (iv) That the Scrutiny Officer contact local Nightclubs regarding a 'dry disco' for under 18s.
- (v) That the Task Group attends the Big Attractions and York Consortium Group meetings.

Reason: To ensure compliance with scrutiny procedures and protocols and support the Committee's workplan.

Cllr A Reid, Chair

[The Meeting Started At 5.00 pm and Finished At 6.15 pm].