

Officer Response to Draft Recommendations

The Director of City & Environmental Services has provided a response to the recommendations drafted by the Task Group to support the Economic & City Development Overview & Scrutiny Committee in their consideration of those draft recommendations:

Recommendations	Director of City & Environmental Services Response:
<p>(i) That the Economic Development Unit:</p> <p>(a) Liaise with city centre businesses and the City Team York to agree a specific day or days of the week for appropriate late night opening by autumn 2014.</p> <p>(b) Work with City Team York to develop proposals for the Council to provide support and guidance for city centre businesses to help coordinate a city-wide marketing and branding strategy to promote late night opening hours</p> <p>(c) In relation to a potential city centre late-night opening pilot at Coppergate Shopping Centre:</p> <ul style="list-style-type: none">• Hold further talks with the management of the Coppergate Shopping Centre to encourage the further development of a late-night shopping offer at the Centre.• Hold discussions with the operators of the Jorvik Centre and other attractions near the Coppergate Shopping Centre (eg museums) to encourage them to open later on the days selected for late-night shopping.• Enter into discussions with Primark at an early stage to seek to use their arrival at the Coppergate Centre as a catalyst for the further development of the Centre's evening offer.	<p>There is potential to address Recommendations (i) a-d through NEWCO (New Company), as the most appropriate way forward.</p>

<ul style="list-style-type: none"> • Work with the Coppergate Shopping Centre to provide business confidence measures and encourages the Centre to share information on the success of any late night opening offers and the effect on their trading between 5pm and 7pm. <p>(d) Liaise with the City Team York and city centre businesses and attractions to encourage them, by the end of 2014, to clearly display their opening and closing times for each day of the week.</p>	<p>There is potential to address Recommendations (i) a-d through NEWCO (New Company), as the most appropriate way forward.</p>
<p>(e) Ask the City Team York, in line with Association of Town Centre Managers (ATCM) research, to encourage businesses to open later and close later to potentially increase revenue by 10-20%.</p>	<p>It is suggested that this recommendation be expanded and reworded as follows so as to potentially align it with other proposals the City Team are looking at around weekend retail strategies:</p> <p><i>'Ask the City Team York to incorporate the request to encourage businesses to open later into its works programme for 2014, and incorporate research from bodies such as the Association of Town Centre Managers (ATCM)'</i></p>
<p>(ii) That the Sustainable Transport Operations Manager invite bus and Park & Ride operators to:</p> <p>(a) discuss proposals for later buses to serve the city's night-time economy, particularly for the days chosen for later (post 6pm) opening and major cultural festivals, and the potential for discounted travel</p> <p>(b) consider ways of improving consistency in Park & Ride closing times, and consider extending the policy for pay on exit</p> <p>(c) work with the City Team York and relevant</p>	<p>No response given on Recommendation (ii) (a) – (c)</p>

<p>city centre businesses to develop reciprocal promotion of any new offer with suitable discounts / advertising.</p>	
<p>(ii) That Director of City & Environmental Services explore proposals for the Council's city centre car parks to be free to residents from 5pm (instead of 6pm at present), subject to ticket machine programming issues and associated cost implications, in co-ordination with a consistent city centre car parking and public transport offer.</p> <p>(iii) That CYC Transport team consider extending the opening time of CYC secure city centre car parks until 8.30pm on most nights and 11.30pm on Friday and Saturday, providing this is consistent with the parking policy and other work being undertaken in this area and pending revenue implications.</p>	<p>In light of the previously agreed 2 year Cabinet budget proposals for 2013/14 and 2014/15 and the plan agreed as part of the overall financial pressures associated with budget savings the Director of City & Environmental Services has suggested that recommendation (iii) & (iv) should be more appropriately reworded to invite him to:</p> <p><i>'Explore options to change parking policy and charges on a "business case" basis to address retail & business needs for the future vitality of the City Centre'</i></p>

The following two issues were not part of the Scrutiny Review remit and while no evidence was gathered by the Task Group it was felt that compliance with 10mph speed limits in footstreets and lower speed limits for other city centre streets were worthy of further examination, so the Task Group therefore may two further recommendations:

Recommendation	Director of City & Environmental Services Response
<p>(iv) That the Council consider addressing driver compliance speed limits in footstreets with signage and light touch enforcement or average speed cameras with number plate recognition.</p>	<p>This recommendation would be ill-advised at this time given the parameters for average speed cameras and the ability of the local highways authority to actually carry out any moving traffic offences. If any recommendation is to be made, it is suggested that it be revised to specifically suggest camera enforcement akin to the Lendal Bridge trial.</p>

	<p><i>Members are reminded that any recommendation they may wish to put forward in relation to this aspect is technically outside the review remit and no evidence has been gathered therefore to support any such recommendation.</i></p>
<p>(vi) That the Council monitor city centre road speeds in order to determine how best to enhance safety for pedestrians and cyclists, such as early adoption of 20mph or lower limits for city centre and peripheral streets with high levels of pedestrian use.</p>	<p>This will have serious resource implications if this is done in any other way than exception monitoring in terms of the normal perceptual and anecdotal reports provided to CYC and partner agencies such as the police.</p> <p>It may be possible to prioritise random speed checks where there are sites or locations of community concern but this may not be a CYC issue and thus needs further liaison with the Police.</p> <p><i>Members are reminded that any recommendation they may wish to put forward in relation to this aspect is technically outside the review remit and no evidence has been gathered therefore to support any such recommendation.</i></p>