

**ENVIRONMENT AND SUSTAINABILITY SCRUTINY PANEL: NIGHT TIME
ECONOMY INQUIRY**
MINUTES OF THE MEETING HELD ON 10th MARCH 2010

Present:

Councillors Thomas (Chair), Drake, Galton, Jones, Payne and Willacy.

Apologies from Councillor Odgers.

Also in attendance: Mr C Welland, Streets Ahead Ltd.

16. MINUTES

RESOLVED that the minutes of the meeting held on 3rd February, 2010 be signed as a correct record.

17. THE IMPACT OF THE NIGHT TIME ECONOMY – STAKEHOLDER VIEWS

The Panel considered the report of the Head of Policy and Improvement seeking comments and approval of the final Inquiry report on the Night Time Economy for submission to the Overview and Scrutiny Committee. (Copy of report circulated with the agenda and appended to the signed minutes).

The Panel discussed and commented on the draft report and the Action Plan and in particular considered the following aspects when formulating their recommendations in (i) below:-

- the importance of strong leadership of the Night Time Economy;
- the focus of what should be short term and medium term actions for the Inquiry's' final report;
- the drinks promotions offered by some establishments in the City Centre;
- the effectiveness of planning policy in maintaining and promoting the Night Time Economy;
- the influence that could be made on major projects to enhance the Night Time 'Offer';
- the possibility of growing the Night Time Economy in the 'early to mid evening' period with the development of the Cultural Quarter and the Watermark developments the encouragement of the development of evening shopping;
- the importance of promotion of the Night Time Economy and the possibility of developing holistic packages e.g. car parking, dining and theatre offers;
- the possibility of staging major event/s in the City to promote the view that the City Centre had more to offer than night clubs and bars with to making it accessible to all age groups;
- the promotion of healthy eating, healthy drinking and healthy living;
- the importance of transport links between different zones of the City Centre.

RESOLVED

- (i) that the draft report be approved for submission to the Overview and Scrutiny Committee on 22nd April, 2010 and the following recommendations be made and incorporated into the final report:-
1. A champion/ leader to co-ordinate to promote and build on the NTE vision and aims and implement the quick wins detailed in the report and to seek sustainable funding for this;
 2. Examine the effectiveness of planning policy in establishing hubs, creating attractive public open spaces, pedestrianisation of the city centre to deliver the NTE vision detailed in the report;
 3. Examine the use of the licensing policy, the Cumulative Impact Policy and licensing powers to discourage the negative impact of drinking, and protect residents in popular residential zones by working closely with Planners within the planning policy context;
 4. Make more use of the history and heritage that Southampton has to offer and opportunities presented by future developments e.g. Watermark West Quay and the Cultural Quarter to improve the evening and night time economy;
 5. Effort should be targeted and focussed to grow the early and mid evening offer, make it pleasant and attractive for all people (e.g. jazz bars and clubs, café culture etc) so that people stay on and come into the city centre in the evening;
 6. For the NTE champion/ leader to become a statutory consultee for major projects to ensure they do what they can to enhance their NTE offer;
 7. Brand the evening and NTE offer, promote and market it including more high profile events in the city (e.g. Light Nights), lighting up public buildings, to draw more people in to enjoy the city centre offer and link each NTE zone using distinctive pathway, unique identify, lighting, seating, etc;
 8. Develop, encourage and promote healthy living initiatives in the NTE and in particular, non alcoholic drinks and promotions, encourage responsible pricing and promotion offers e.g. discounts for non alcoholic drinks and pricing of soft drinks below the price of alcoholic drinks and healthy eating;
 9. Develop and promote the overall package offered for the NTE by linking the entertainment offer, public transport, including taxis, parking and encourage branding the City Loop so that it is easier for people to come in and enjoy the NTE zones;
 10. Enhance safety and perception of safety in the NTE by improving the provision of public toilets and increasing access to them, extending the ICE Bus and providing a safe place for people who cannot look after themselves;
- (ii) that to enable the final member comments and the recommendations in (i) above to be incorporated, the Head of Policy and Improvement be authorised to amend the final report in consultation with the Chair for submission to the Overview Scrutiny Management Committee; and
- (iii) that the Chair present the final report to the Overview and Scrutiny Management Committee at its meeting on 22nd April, 2010.