

# Overview and Scrutiny Management Committee

Thursday, 15th July, 2021  
at 5.30 pm

**PLEASE NOTE TIME AND VENUE OF MEETING**

Guildhall, Southampton

This meeting is open to the public

## **Members**

Councillor Fielker (Chair)  
Councillor Cooper  
Councillor Fuller  
Councillor Guthrie  
Councillor Renyard  
Councillor Savage  
Councillor Vaughan

## **Appointed Members**

Nicola Brown, Primary Parent Governor  
Catherine Hobbs, Roman Catholic Church  
Francis Otieno, Primary Parent Governor  
Claire Rogers, Secondary Parent Governor  
Rob Sanders, Church of England

## **Contacts**

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## PUBLIC INFORMATION

### Overview and Scrutiny Management Committee

The Overview and Scrutiny Management Committee holds the Executive to account, exercises the call-in process, and sets and monitors standards for scrutiny. It formulates a programme of scrutiny inquiries and appoints Scrutiny Panels to undertake them. Members of the Executive cannot serve on this Committee.

#### **Role of Overview and Scrutiny**

Overview and Scrutiny includes the following three functions:

- Holding the Executive to account by questioning and evaluating the Executive's actions, both before and after decisions taken.
- Developing and reviewing Council policies, including the Policy Framework and Budget Strategy.
- Making reports and recommendations on any aspect of Council business and other matters that affect the City and its citizens.

Overview and Scrutiny can ask the Executive to reconsider a decision, but they do not have the power to change the decision themselves.

**Use of Social Media:-** The Council supports the video or audio recording of meetings open to the public, for either live or subsequent broadcast. However, if, in the Chair's opinion, a person filming or recording a meeting or taking photographs is interrupting proceedings or causing a disturbance, under the Council's Standing Orders the person can be ordered to stop their activity, or to leave the meeting. By entering the meeting room you are consenting to being recorded and to the use of those images and recordings for broadcasting and or/training purposes. The meeting may be recorded by the press or members of the public. Any person or organisation filming, recording or broadcasting any meeting of the Council is responsible for any claims or other liability resulting from them doing so. Details of the Council's Guidance on the recording of meetings is available on the Council's website.

#### **Southampton: Corporate Plan 2020-2025 sets out the four key outcomes:**

- Communities, culture & homes - Celebrating the diversity of cultures within Southampton; enhancing our cultural and historical offer and using these to help transform our communities.
- Green City - Providing a sustainable, clean, healthy and safe environment for everyone. Nurturing green spaces and embracing our waterfront.
- Place shaping - Delivering a city for future generations. Using data, insight and vision to meet the current and future needs of the city.
- Wellbeing - Start well, live well, age well, die well; working with other partners and other services to make sure that customers get the right help at the right time

#### **Procedure / Public Representations**

At the discretion of the Chair, members of the public may address the meeting on any report included on the agenda in which they have a relevant interest. Any member of the public wishing to address the meeting should advise the Democratic Support Officer (DSO) whose contact details are on the front sheet of the agenda.

**Smoking Policy:-** The Council operates a no-smoking policy in all civic buildings.

**Mobile Telephones:-** Please switch your mobile telephones to silent whilst in the meeting

#### **Fire Procedure:-**

In the event of a fire or other emergency a continuous alarm will sound and you will be advised by Council officers what action to take.

**Access is available for disabled people.** Please contact the Democratic Support Officer who will help to make any necessary arrangements.

#### **Dates of Meetings: Municipal Year 2019/20**

2021	2022
10 June	13 January
15 July	3 February
12 August	10 March
9 September	14 April
14 October	
11 November	
16 December	

## **CONDUCT OF MEETING**

### **TERMS OF REFERENCE**

The general role and terms of reference for the Overview and Scrutiny Management Committee, together with those for all Scrutiny Panels, are set out in Part 2 (Article 6) of the Council's Constitution, and their particular roles are set out in Part 4 (Overview and Scrutiny Procedure Rules – paragraph 5) of the Constitution.

### **RULES OF PROCEDURE**

The meeting is governed by the Council Procedure Rules and the Overview and Scrutiny Procedure Rules as set out in Part 4 of the Constitution.

### **BUSINESS TO BE DISCUSSED**

Only those items listed on the attached agenda may be considered at this meeting.

### **QUORUM**

The minimum number of appointed Members required to be in attendance to hold the meeting is 3.

## **DISCLOSURE OF INTERESTS**

Members are required to disclose, in accordance with the Members' Code of Conduct, **both** the existence **and** nature of any "Disclosable Pecuniary Interest" or "Other Interest" they may have in relation to matters for consideration on this Agenda.

### **DISCLOSABLE PECUNIARY INTERESTS**

A Member must regard himself or herself as having a Disclosable Pecuniary Interest in any matter that they or their spouse, partner, a person they are living with as husband or wife, or a person with whom they are living as if they were a civil partner in relation to:

- (i) Any employment, office, trade, profession or vocation carried on for profit or gain.
- (ii) Sponsorship:

Any payment or provision of any other financial benefit (other than from Southampton City Council) made or provided within the relevant period in respect of any expense incurred by you in carrying out duties as a member, or towards your election expenses. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.

- (iii) Any contract which is made between you / your spouse etc (or a body in which the you / your spouse etc has a beneficial interest) and Southampton City Council under which goods or services are to be provided or works are to be executed, and which has not been fully discharged.

- (iv) Any beneficial interest in land which is within the area of Southampton.

- (v) Any license (held alone or jointly with others) to occupy land in the area of Southampton for a month or longer.

- (vi) Any tenancy where (to your knowledge) the landlord is Southampton City Council and the tenant is a body in which you / your spouse etc has a beneficial interests.

- (vii) Any beneficial interest in securities of a body where that body (to your knowledge) has a place of business or land in the area of Southampton, and either:

- a) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body, or
- b) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which you / your spouse etc has a beneficial interest that exceeds one hundredth of the total issued share capital of that class.

## **Other Interests**

A Member must regard himself or herself as having an, 'Other Interest' in any membership of, or occupation of a position of general control or management in:

Any body to which they have been appointed or nominated by Southampton City Council

Any public authority or body exercising functions of a public nature

Any body directed to charitable purposes

Any body whose principal purpose includes the influence of public opinion or policy

## **Principles of Decision Making**

All decisions of the Council will be made in accordance with the following principles:-

- proportionality (i.e. the action must be proportionate to the desired outcome);
- due consultation and the taking of professional advice from officers;
- respect for human rights;
- a presumption in favour of openness, accountability and transparency;
- setting out what options have been considered;
- setting out reasons for the decision; and
- clarity of aims and desired outcomes.

In exercising discretion, the decision maker must:

- understand the law that regulates the decision making power and gives effect to it. The decision-maker must direct itself properly in law;
- take into account all relevant matters (those matters which the law requires the authority as a matter of legal obligation to take into account);
- leave out of account irrelevant considerations;
- act for a proper purpose, exercising its powers for the public good;
- not reach a decision which no authority acting reasonably could reach, (also known as the "rationality" or "taking leave of your senses" principle);
- comply with the rule that local government finance is to be conducted on an annual basis. Save to the extent authorised by Parliament, 'live now, pay later' and forward funding are unlawful; and
- act with procedural propriety in accordance with the rules of fairness.

## **AGENDA**

### **1 APOLOGIES AND CHANGES IN PANEL MEMBERSHIP (IF ANY)**

To note any changes in membership of the Panel made in accordance with Council Procedure Rule 4.3.

### **2 DISCLOSURE OF PERSONAL AND PECUNIARY INTERESTS**

In accordance with the Localism Act 2011, and the Council's Code of Conduct, Members to disclose any personal or pecuniary interests in any matter included on the agenda for this meeting.

NOTE: Members are reminded that, where applicable, they must complete the appropriate form recording details of any such interests and hand it to the Democratic Support Officer.

### **3 DECLARATIONS OF SCRUTINY INTEREST**

Members are invited to declare any prior participation in any decision taken by a Committee, Sub-Committee, or Panel of the Council on the agenda and being scrutinised at this meeting.

### **4 DECLARATION OF PARTY POLITICAL WHIP**

Members are invited to declare the application of any party political whip on any matter on the agenda and being scrutinised at this meeting.

### **5 STATEMENT FROM THE CHAIR**

### **6 MINUTES OF THE PREVIOUS MEETING (INCLUDING MATTERS ARISING)**

(Pages 1 - 2)

To approve and sign as a correct record the Minutes of the meetings held on 10<sup>th</sup> June, 2021 and to deal with any matters arising.

### **7 THE REOPENING OF BEDFORD PLACE TO TRAFFIC** (Pages 3 - 60)

Report of the Chair requesting that the Committee discuss with the Cabinet Member for Growth the decision to reopen Bedford Place to traffic from the week commencing 19th July 2021.

### **8 FORWARD PLAN** (Pages 61 - 64)

Report of the Service Director, Legal and Business Operations enabling the Overview and Scrutiny Management Committee to examine the content of the Forward Plan and to discuss issues of interest or concern with the Executive.

- a) REMOVAL OF EVENING PARKING CHARGES AND SUSPENSION OF OFF STREET SUNDAY PARKING CHARGES (Pages 65 - 70)
- b) BUDGET 2021-22 AND BEYOND - UPDATE (Pages 71 - 72)
- c) SOUTHAMPTON'S DESTINATION MANAGEMENT PLAN 2021-2031  
(Pages 73 - 100)

**9 MONITORING SCRUTINY RECOMMENDATIONS TO THE EXECUTIVE**  
(Pages 101 - 104)

Report of the Service Director, Legal and Business Operations, enabling the Overview and Scrutiny Management Committee to monitor and track progress on recommendations made to the Executive at previous meetings.

Wednesday, 7 July 2021

Service Director – Legal and Business Operations

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SOUTHAMPTON CITY COUNCIL  
OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE  
MINUTES OF THE MEETING HELD ON 10 JUNE 2021

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Present: Councillors Fielker (Chair), Cooper, Fuller, Guthrie, Renyard, Savage and Vaughan

Apologies: Appointed Members: Rob Sanders

Also in attendance: Councillor Harwood, Cabinet Member for Customer Service and Transformation.

1. **APOLOGIES AND CHANGES IN PANEL MEMBERSHIP (IF ANY)**

The Panel noted that Councillor Guthrie was in attendance as a permanent replacement for Councillor B Harris in accordance with Procedure Rule 4.3. Apologies were received from Appointed Member Rob Sanders.

2. **ELECTION OF VICE-CHAIR**

**RESOLVED** that Councillor Savage be elected as Vice-Chair for the Municipal Year 2021/22.

3. **MINUTES OF THE PREVIOUS MEETING (INCLUDING MATTERS ARISING)**

**RESOLVED:** that the minutes for the Committee meeting on 15<sup>th</sup> April, 2021 be approved and signed as a correct record.

4. **THE WAY WE WORK PROGRAMME**

The Committee received a presentation from the Executive Director of Business Development on the Council's Way We Work Programme.

Councillor Harwood, Cabinet Member for Customer Service and Transformation, James Strachan Executive Director for Business Development and Helen Saward, Programme Manager, were in attendance and with the consent of the Chair, addressed the meeting.

The Committee discussed how the Council works, where it works from and the spaces that Council staff work in as well as work styles, behaviours and how the Council could positively impact the customer experience and workplace wellbeing.

**RESOLVED** that:

- (i) the Council develops a flexible approach to supporting the purchasing of office furniture for employees;

- (ii) the Council promotes access to, and the uptake of, information and training that supports employees to adopt safe and healthy working environments when working away from civic buildings;
- (iii) in recognition of the new ways of working had changed working practices, the Committee recommended that the Council reviewed its HR policies to help clarify employee and employer expectations and responsibilities;
- (iv) the Council considered opportunities to develop camaraderie and mutual support in the workplace, particularly for new employees;
- (v) the Council committed to identifying and learning from best practice from across the public and private sector in delivering the proposed blended model of working;
- (vi) the Council developed mechanisms to monitor and measure the impacts of the new ways of working on key outcomes, including staff wellbeing, equality within the workplace, Council finances, service performance and customer satisfaction; and
- (vii) the Committee recognised the advantages of flexible and remote working but understands the value of having employees, including senior managers, that live within Southampton and its environs, and understand the city. If newly recruited employees did not wish to relocate to Southampton the Council needed to understand the reasons behind this and develop approaches that sought to address these issues.



# Agenda Item 7

<b>DECISION-MAKER:</b>	OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE		
<b>SUBJECT:</b>	THE REOPENING OF BEDFORD PLACE TO TRAFFIC		
<b>DATE OF DECISION:</b>	15 JULY 2021		
<b>REPORT OF:</b>	COUNCILLOR FIELKER - CHAIR OF THE OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE		
<b><u>CONTACT DETAILS</u></b>			
<b>Author:</b>	<b>Title</b>	<b>Scrutiny Manager</b>	
	<b>Name:</b>	<b>Mark Pirnie</b>	<b>Tel: 023 8083 3886</b>
	<b>E-mail</b>	<b>Mark.pirnie@southampton.gov.uk</b>	
<b>STATEMENT OF CONFIDENTIALITY</b>			
None			
<b>BRIEF SUMMARY</b>			
At the 15 July meeting the Chair has requested that the Committee discuss with the Cabinet Member for Growth the decision to reopen Bedford Place to traffic from the week commencing 19 <sup>th</sup> July 2021.			
<b>RECOMMENDATIONS:</b>			
	(i)	That the Committee consider the appended briefing paper on Bedford Place reopening to traffic and discuss the decision with the Cabinet Member for Growth and invited officers.	
<b>REASONS FOR REPORT RECOMMENDATIONS</b>			
1.	To enable the Committee to scrutinise the decision to reopen Bedford Place to traffic in advance of the decision being implemented.		
<b>ALTERNATIVE OPTIONS CONSIDERED AND REJECTED</b>			
2.	None.		
<b>DETAIL (Including consultation carried out)</b>			
3.	In August 2020, to support the hospitality trade and social distancing following the first Covid lockdown, Bedford Place was pedestrianised as part of a trial scheme in the Bedford Place area, along with Carlton Place, part of Lower Banister Street and Winchester Street. This was delivered via an 18-month Experimental Traffic Regulation Order (ETRO).		
4.	A decision was taken on 10 <sup>th</sup> June 2021 to withdraw the ETRO and to reopen Bedford Place to traffic in the week commencing 19 <sup>th</sup> July 2021.		
5.	Attached as Appendix 1 is a briefing paper explaining the decision making process, the rationale for the decision and the evidence utilised to inform the decision to reopen Bedford Place to traffic.		
6.	The Committee are requested to consider the briefing paper and explore the details with the Cabinet Member for Growth and invited officers.		

<b>RESOURCE IMPLICATIONS</b>	
<b><u>Capital/Revenue</u></b>	
7.	Identified in Appendix 1 attached to this report.
<b><u>Property/Other</u></b>	
8.	Identified in Appendix 1 attached to this report.
<b>LEGAL IMPLICATIONS</b>	
<b><u>Statutory power to undertake proposals in the report:</u></b>	
9.	The duty to undertake overview and scrutiny is set out in Part 1A Section 9 of the Local Government Act 2000.
<b><u>Other Legal Implications:</u></b>	
10.	Identified in Appendix 1 attached to this report.
<b>RISK MANAGEMENT IMPLICATIONS</b>	
11.	Identified in Appendix 1 attached to this report.
<b>POLICY FRAMEWORK IMPLICATIONS</b>	
12.	Identified in Appendix 1 attached to this report.
<b>KEY DECISION</b>	No
<b>WARDS/COMMUNITIES AFFECTED:</b>	Bedford Place is in Bevois Ward but the area is a large employment centre and is a hub for the night time economy and hospitality industry in the city.
<b><u>SUPPORTING DOCUMENTATION</u></b>	
<b>Appendices</b>	
1.	Briefing paper – Bedford Place (Road) Pedestrianisation Trial
2.	First Go! Southampton Business Survey
3.	Second Go! Southampton Business Survey
<b>Documents In Members' Rooms</b>	
1.	None
<b>Equality Impact Assessment</b>	
Do the implications/subject of the report require an Equality and Safety Impact Assessments (ESIA) to be carried out?	Detailed in Appendix 1
<b>Data Protection Impact Assessment</b>	
Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out?	Detailed in Appendix 1
<b>Other Background Documents - Equality Impact Assessment and other Background documents available for inspection at:</b>	

Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.	None

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**SUBJECT:** BEDFORD PLACE (ROAD) PEDESTRIANISATION TRIAL  
**DATE:** 15 JULY 2021  
**RECIPIENT:** OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE

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**THIS IS NOT A DECISION PAPER**

**SUMMARY:**

This briefing paper presents the decision making, rationale and evidence associated with the reopening of Bedford Place (the road). The road was pedestrianised as part of a trial scheme in the Bedford Place area, along with Carlton Place, part of Lower Banister Street and Winchester Street, in August 2020 to support the hospitality trade and social distancing following the first Covid lockdown. An 18-month Experimental Traffic Regulation Order (ETRO) was enacted as the legal mechanism which enabled people to formally provide representations on the scheme over the first six month period. In addition, three business surveys were carried out by Go! Southampton (x2 – July 2020 and December 2020) and the Council (x1 – May 2021) before and after implementation of the scheme.

The scheme has been in operation for 10 months and over that time the area has experienced extended periods of business closure (especially hospitality trade) due to lockdowns and the winter period.

With the further easing of Covid-19 restrictions (step 4) scheduled over the summer 2021, it was an appropriate time to review the trial scheme and next steps. To inform decisions, a Southampton City Council led business survey was carried out with businesses specially located along Bedford Place (road) in May 2021 requesting their views on the trial and potential for reopening the road to traffic. This survey followed up from the second Go! Southampton survey from December 2020 that reported most businesses who responded, albeit from a low response rate, were not in favour of Bedford Place reopening. The other streets had a majority in favour of continuing with the trial pedestrianisation.

The results of this along with the responses to the ETRO and traffic management considerations informed the delegated decision for Bedford Place, in consultation with the Cabinet Member for Growth.

**BACKGROUND and BRIEFING DETAILS:**

1. Where Bedford Place is referred to in this report it is referring to the road Bedford Place, the wider area is referred to as 'area'. A map of the area and roads affected is attached as Annex 1.

**Bedford Place Area Trial Pedestrianisation Scheme**

2. Bedford Place runs north-south from Cumberland Place to Carlton Road and provides the main access to the wider Bedford Place-Polygon area. The road is a mixed use area with businesses covering hospitality, local and specialist retail, office and services. Across the area there is a concentration of evening hospitality venues and there has been significant investment over time in the street scape. It is served by two multi-story car parks at Bedford Place and Grosvenor Square, and six smaller surface car parks. The area is also a large employment hub.

# BRIEFING PAPER

3. The Covid pandemic and lockdown reduced traffic and footfall activity levels in the area and across the city. At the peak of the lockdown in April 2020 traffic levels in Southampton were 65% lower than earlier in 2020. As the first lockdown progressively eased it presented a point in time to consider interventions that would support the growth in active travel but also ensure, as lockdown eased, the economy could reopen safely by measures to support social distancing to help stop the spread of the virus. An outcome of this was the Green Transport Recovery Plan (GTRP) and funding from central Government looked to enable social distancing, support businesses, and support active travel that had increased over lockdown.
4. Working with the Business Improvement District (BID) Go! Southampton, the Council developed projects for the Bedford Place area that provided more space for people to adhere to social distancing, and to support hospitality as that sector reopened with restrictions at the time preventing use of their inside space. Outside public space (especially highway) was to be decluttered and repurposed so people can access retail and support local venues as they dealt with social distancing restrictions and allowed an opportunity for hospitality to increase their footprint for outside tables and chairs.
5. As Lockdown 1 eased in the early summer 2020, and national campaigns and incentives such as “Eat out to Help Out” were initiated, this was supported by local initiatives such as the Go! Southampton led ‘Southampton Inside Out’ campaign. This allowed areas such as Bedford Place to facilitate additional outdoor seating and space for hospitality. This formed part of the Council’s £0.225m submission to the Government’s Reopening High Streets Safely Fund (RHSSF). A trial pedestrianisation scheme was developed to support the smaller food and drink businesses with social distancing and outdoor dining. As well as the trial pedestrianisation the project included painted barriers, planting, seating, street art, festive lighting and tree.
6. Tables and Chairs and Pavement Licences were provided for businesses who wished to use the pavement or closed off sections of carriageway.
7. The scheme started in August 2020 and continued to support the area through the subsequent lockdown restrictions in November and the third lockdown from January to March 2021. The easing of the third national lockdown from March 2021 has enabled a fuller utilisation of the pedestrianised areas and a wider understanding of the economic, traffic and social impacts of the scheme.

## **Scheme Detail**

8. Bedford Place, Carlton Place, Lower Banister Street and Winchester Street (part time) were pedestrianised using an 18 month Experimental Traffic Regulation Order (ETRO). An ETRO is a power available to the Council as the Local Highway Authority, enabling schemes to be implemented at short notice and the Council able to gather responses during the scheme and have the flexibility to adjust schemes. The process was highlighted by the DfT as an appropriate quick response measure as the UK emerged from the first lockdown. The 18 month period enabled consultation responses to be gathered during the first six months. After the 18 month period the ETRO can either be made permanent or is allowed to expire.
9. The following was in place starting 21 August 2020. A plan of the scheme is in Annex 1:
  - Bedford Place ETRO – Introduce a Pedestrian & Cycle Zone (motor vehicles prohibited) between junction with Carlton Place and with Henstead Road.

# BRIEFING PAPER

- Carlton Place ETRO – Introduce a Pedestrian & Cycle Zone (motor vehicles prohibited) between junctions with Bedford Place and Southampton Street with a short extension into Lower Banister Street for 40m.
- Lower Banister Street & Winchester Street ETRO – Introduce a Pedestrian & Cycle Zone (motor vehicles prohibited) operating Friday 8pm-Midnight, Saturday Midnight-3am & 8pm-Midnight, and Sunday Midnight-3am (noted that Winchester Street was suspended with closure of Waterloo Terrace to facilitate a road closure associated with a development).

10. In advance of the trial pedestrianisation parking bays on Bedford Place were suspended to allow for temporary barriers to be installed for outdoor seating at venues. These were implemented in July 2020 as part of creating additional temporary space along the road for social distancing. To date 13 businesses were issued with Tables & Chairs/Pavement Licences. Six of those businesses issued with licences are on Bedford Place either within the pedestrianised area or in parking areas. A plan is attached as Annex 2.

## Pre-Scheme Consultation & Engagement

11. As part of the preparation for the scheme, and in addition to the formal ETRO consultation to follow, the BID carried out a business survey in July-August 2020 with all (~100) businesses in the Bedford Place area (Bedford Place, Carlton Place, Vernon Walk) to gather initial support for a pedestrianisation scheme. A total of 48 businesses responded, with 34 from Bedford Place itself. The survey results are shown below:

**Table 1 – Level of support per Street, Business Survey 1**

	Supportive	Unsupportive	Undecided
Lower Banister	25	7	10
Carlton Place	26	6	12
Bedford Place	27	10	11

12. Various scenarios for how the scheme would operate were presented with 22 respondents supporting a 24 hour closure with planters to remain in situ. Other options were timed closures (where the planters would need to be removed/placed by the traders daily), or not to close the road. The survey is attached as Appendix 2.
13. For the ETRO, notice was provided to residents and businesses by letter delivered 7 days in advance of the scheme being implemented. As schemes introduced under Experimental Traffic Regulation Orders they were subject to a formal six month consultation after implementation. The Orders expire after 18 months if the Council does not decide to make them permanent following consideration of representations received. The proposals were advertised with public notices put up on-street and published in the Hampshire Independent newspaper, and a letter drop to residents/businesses sent to 2,896 addresses across the Bedford Place-Polygon area (map in Annex 3). Further information was published on the Connected Southampton transport website. The formal ETRO consultation is open to anyone to respond to. The ETRO and letter are attached as Annex 4.
14. Before implementation Ward Councillors and the BID were briefed on the proposals and formal approval for the scheme was secured at Cabinet on 14th June 2020 as part of the Green Transport Recovery Plan.

## ETRO Responses

# BRIEFING PAPER

15. Responses to the ETRO needed to be submitted via an official legal email address (traffic.orderslegal@southampton.gov.uk) or in writing. These were monitored by the Council's Highway Service Provider Balfour Beatty Living Places (BBLP). A total of 119 ETRO responses were submitted, summarised in table 2 below:

**Table 2** – Summary of ETRO Responses

Support	70	59%
Objection	46	39%
Other Response	3	3%
Total	119	

16. The reasons provided for either supporting or objecting to the scheme were as follows:

Support – these included:

- Overall appearance, ambience and uplifting of the locality with a 'café culture'
- Reduced air pollution and health benefits
- Benefits to businesses attracting visitors
- Improved sense of community and socialising
- Ease of cycling and walking
- Road safety
- Contrast with previous neglect of the Polygon
- Previously Bedford Place at night was hazardous with Uber cars parking on footways etc
- Future benefits if the scheme is made permanent (attracting new businesses and visitors).

Reasons for objecting included:

- Responses predominantly relate to the Bedford Place closure
- Strongest objections from residents living in closest vicinity (e.g Canton Street) with serious concerns over:
  - Road obstruction through vehicles ignoring signs and having to turning around in Canute Street,
  - Increase in crime
  - Increase in anti-social behaviour
  - Road and personal safety
  - Damage to vehicles
  - Damage to property
  - Vagrants living in Amoy Street Car Park
  - Difficulties for delivery lorries having to reverse to exit the locality
  - Loss of accessibility.
- Displaced traffic and road noise in neighbouring roads (e.g. Henstead Road / Devonshire Road)
- Impact to businesses whose clients used road side parking for convenience and accessibility
- Accessibility for disabled users
- Seating is not complying with social distancing and is making access to shops difficult
- Absence of Police / Council monitoring or enforcement
- Has not met its objectives in generating active travel
- Lack of community consultation and support prior to introduction of schemes



# BRIEFING PAPER

- Legal basis of introducing the scheme in terms of highway regulation and DfT funding.

The other responses covered scope for scheme improvement or enhancement

## Scheme Monitoring and Engagement

17. Aside from the ETRO responses a range of other monitoring techniques were undertaken for the Bedford Place area. These included:

**Table 3** - Summary of Monitoring & Engagement

Technical Survey	Other	Engagement
Traffic Surveys – 4x 2 week automatic traffic counts at 5 locations, junction turning counts at 5 junctions	Business Surveys (3x) (noted elsewhere in this report)	Weekly Trader’s Meetings (Summer 20-Spring 21)
Video camera surveys	Online feedback tools (Commonplace and space 2 move)	Fortnightly Citywide Reopening Meetings led by Go! Southampton
Pedestrian footfall counters being installed	The views of key stakeholders (some are noted below)	Regular letters and updates to website
	The level of interest amongst hospitality businesses to host benches	Regular Ward Councillor briefings

## December 2020 - Business Survey 2

18. A second survey of businesses was carried out starting on 4th December 2020. Initial closing date was 17th December but this was extended into January 2021 to increase the response rate. This covered the same area as the first survey at a time where lockdown restrictions were different. The survey was sent to the same number of businesses as the first survey and 18 responded, including 15 on Bedford Place. The response to the survey is identified below:

**Table 4** – Level of Support for Streets, Business Survey 2

	Supportive	Unsupportive	Undecided
Lower Banister	10	4	6
Carlton Place	11	4	4
Bedford Place	6	10	3

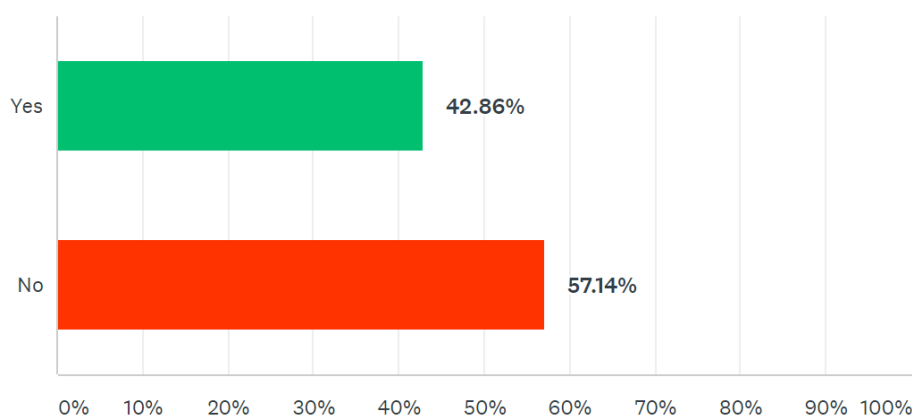
19. The level of support for Bedford Place had decreased from the first survey, but it should be noted that responses from Bedford Place were more than half of the first survey. Support remained for the trials on Lower Banister and Carlton Place.
20. The survey also asked about support for the interventions carried out to date (lighting, Christmas decorations, security and planter). It also asked about future interventions that businesses would like to see. These included additional lighting, promotion, events, improving deliveries and support to attract more customers. The survey is attached as Appendix 3.

# BRIEFING PAPER

## May 2021 Monitoring - Business Survey 3

21. Following on from the previous Go! Southampton led business surveys (Summer 2020 and December 2020) of the Bedford Place area, the Council carried out a survey with businesses on Bedford Place (road) only between 26 May and 9 June 2021. The survey and covering letter was hand distributed to 75 businesses with a link to an online survey that businesses were asked to complete with an unique reference code to ensure only legitimate business interests on Bedford Place could respond. A separate letter was delivered to the 39 businesses on Carlton Place providing a general update but not inviting them to be part of the survey. The extent is shown in Annex 3.
22. The survey provided businesses with the opportunity to state a preference about whether Bedford Place should remain within the pedestrianisation trial or be removed. Alternative options were put forward (such as timed and seasonal pedestrianisation) and businesses were asked what other measures they would want to see.
23. The survey was focused on the businesses only, with residents from other areas such as neighbouring streets views sought via the previous ETRO process. A total of 42 responses were received from the 75 businesses (56% response rate).

**Figure 1** - Responses to Q5: Do you want Bedford Place to remain pedestrianised with the road closed to through traffic, r=42



24. Of the respondents 18 (43%) wanted the road to remain pedestrianised with 24 (57%) wanting it to reopen to traffic. Respondents were then asked to rank potential changes to Bedford Place pedestrianisation in order of preference. The preference at this point would be for timed evening only closures of Bedford Place. The results are shown below:

**Table 5** – Responses to preference options for changes to Bedford Place pedestrianisation, r=40 (not everyone answered each question)

Option	1 <sup>st</sup> Choice	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	Total	Av. Score
Timed evening & weekends	31% 12	23% 9	28% 11	18% 7	39	2.67
Timed evenings only	28% 11	33% 13	23% 9	15% 6	39	2.74
Seasonal 24/7 Spring/Summer	28% 11	8% 3	8% 3	56% 22	39	2.08
Timed weekends only	11% 4	38% 14	41% 15	11% 4	37	2.49

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25. Respondents were asked about what they would like to see considered as part of a plan for the wider Bedford Place area. These will be taken forward for consideration as part of a planned Working Group for Bedford Place.

**Table 6** – Bedford Place future options

Activity	Response
Improved traffic calming	24
Improved pedestrian crossings	12
More cycle parking	8
Additional CCTV	29
Footway Improvements	19
More street art	13
Tackled drug use/anti-social behaviour	33
Improved street cleansing	20
Additional pedestrian priority	8
Other	10

## Traffic Counts

26. Four sets of traffic counts (August, September and December 2020 and May 2021) using automatic traffic counters (ATCs) were undertaken on Bedford Place and four surrounding streets before and after implementation of the scheme. This was done to understand the impact on any displaced traffic on the surrounding streets. The ATCs were down for 2 weeks in each survey period. The results are shown in the table below:

**Table 7** – Traffic Difference Aug 20 to May 21

Road	Direction	August 2020	May 2021	Change
Henstead Road	Westbound	858	611	-28.8%
	Eastbound	1138	700	-38.5%
Wilton Avenue	Westbound	2635	3138	19.1%
	Eastbound	2539	3392	33.6%
Carlton Crescent	Northbound	2296	2928	27.5%
	Southbound	2210	2618	18.4%
Carlton Road	Northbound	2096	2377	13.4%
	Southbound	2870	2911	1.4%
Bedford Place	Northbound	1206	825	-31.6%
	Southbound	1485	766	-48.4%

27. This shows that traffic levels on Bedford Place and Henstead Road decreased whereas on Carlton Crescent and Wilton Avenue there was a significant increase. With the closure the traffic diverted away from Bedford Place further away from the closure such as at Devonshire Road. Concerns that traffic would use Henstead Road did not materialise and Henstead Road has been positively impacted. The increases on Carlton Crescent and Wilton Avenue demonstrate that a significant element of the traffic from Bedford Place diverted to the route from Devonshire Road towards London Road and The Avenue. This traffic is 'passing through' the area previously on Bedford Place potentially to avoid the Cumberland Place lights.

## Stakeholder Views

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28. The following views were received from stakeholders:

- Police – area has reported a positive change in atmosphere comparable to Oxford Street. Seen increase in footfall but not seen a specific spike in violent crime or disorder. Road closures not hindered response. Next test is 19<sup>th</sup> July. Traffic perspective created safe environment and diverted vehicles using area for nuisance/ ASB ‘cruising’. Would prefer pedestrianisation to remain until after EURO 2020;
- SCC Parking Services – not opposed to Bedford Place proposal reaching end of trial period, on-street parking displaced to Wilton Road and Amoy Street car parks generating revenue. Keen to lift restriction on Winchester Street to facilitate better access to Bedford Place MSCP;
- Synergy Security (provider to licenced premises) - would support the continued pedestrianisation as there is less chance of intoxicated people falling in the road; less friction between taxis, customers and other vehicles, less drug dealing and sexual predator activity, less drink drivers in a busy pedestrian area - overall BP remaining pedestrianised reduces the chance of harm and disorder; and
- SCC Licensing – scheme worked well with requirement for people to be sat – may change with lifting of restrictions changing the dynamic. Supports the hospitality sector when they were hardest hit (restricted covers etc).

## Enhancements

29. As the Bedford Place area scheme was initially implemented as a trial to support the safe reopening of the economy as Covid-19 restrictions eased, there was never the intention or budget to invest heavily in design and permanent measures within the trial pedestrianised area. There was always the potential that these would have to be removed if/when the trial finished.

30. To augment the area and contribute to any success of the scheme several small and relatively cost-effective improvements were made in the Bedford Place area during the trial period. These small-scale interventions included:

- Local artists commissioned to paint the concrete barriers
- Improved lighting (especially in Carlton Place)
- Adjustments to the locations of some of the planters and concrete barriers
- Co-ordinated design (amongst most of the hospitality businesses) of the benches
- Christmas initiatives (tree, lighting, carols)
- Painting of the carriageway in partnership with local artists (in Carlton Place and some of Bedford Place)
- Agreed Bedford Place branding
- Improvements to the planters (using plants purchased by the local community).

A few other initiatives are still planned for the Bedford Place area including a monthly farmers market.

## OPTIONS AND CONSIDERATIONS

31. Three options were generated for the continuation of the Bedford Place area pedestrianisation. There is a previous project to install a zebra pedestrian crossing on Bedford Place just north of Henstead Road, with some works for dropped kerbs and

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tactile paving already completed prior to the trial pedestrianisation. In all options the zebra crossing would be installed.

32. The options needed to consider the implications of the delay to the final step of the UK Government's Lockdown Roadmap. This would have been 21st June but moved to 19th July 2021. The options were:
  - a. Reopen Bedford Place to traffic in July – after the UEFA EURO 2020 championships and in line with Lockdown Roadmap Step 4 – the road is reopened to all traffic, Carlton Place and Lower Banister Street remain pedestrianised (subject to a review at the end of 2021).
  - b. Continue the trial pedestrianisation of Bedford Place through Summer – the scheme is retained as is throughout the Summer to reflect the seasonality of demand for hospitality. Bedford Place is reopened to traffic with Carlton Place and Lower Banister Street remaining pedestrianised and reviewed.
  - c. Hybrid with Bedford Place reopened in July as per Option 1, with a commitment to investigate future alternatives to a 24 hour closure. The review would involve working with local businesses and residents to look at timed pedestrianisations either in evenings, weekends or a combination of both. The implementation of Option 3 would require legislation changes to enable the Council to enforce restrictions via a camera and consideration of safety.
33. As the Highway Authority the Council must consider the movement of traffic and the safety of pedestrians and cyclists moving through the area. No accidents have been reported, the latest accidents statistics are not yet available, however traffic flows have increased on Wilton Avenue. This could be due to the scheme with more traffic coming off Cumberland Place at Devonshire Road instead of the Bedford Place junction.
34. Whilst there is evident support from the many residents and visitors for “pedestrianisation” in Bedford Place, who have enjoyed the traffic free environment and “café culture” on-street, there are a significant number of objections from residents living in the immediate vicinity and a lack of majority support from the Bedford Place businesses. The objections raise several business, safety, accessibility and anti-social issues, that are outside the scope of this order to resolve.
35. In consultation with the Cabinet Member for Growth, it was therefore recommended that the Bedford Place ETRO is revoked, and preceding regulations thereby reinstated.
36. With limited responses on the other two experimental schemes (Carlton Place and Winchester Street) it was recommended that these two schemes would continue with the operation of these for a further period.
37. To make the necessary changes to the trial scheme and reopen Bedford Place to traffic, several activities would be required. These include:
  - Decision to withdraw the ETRO (1 day) – delegated to Head of Service/Executive Director in consultation with the Cabinet Member at a briefing (10th June 2021), and subsequent one before w/c 19th July.
  - Withdrawal of the Tables & Chairs “Pavement Licences” (2 weeks) – advance notice to the 6 venues on Bedford Place to remove benches from highway and revoke any bookings taken – e.g. last night of licence Fri/Sat before reopening – note that Beards & Boards / Retro Café, Diego's and Halliday's Tea Room will still be able to retain their licence.

# BRIEFING PAPER

- Withdrawal of the ETRO for Bedford Place (2 weeks)
  - Reinstate parking including any 10 minute free period (2 weeks)
  - Develop a 20mph scheme on Bedford Place between Wilton Avenue and Cumberland Place (3 weeks)
  - Move concrete barriers to Carlton Place to comply with recommendations for Hostile Vehicle Management scheme for the streetscape.
38. Other works such as 20mph speed limit and measures and any formalisation of outdoor dining opportunities on Carlton or Bedford Place would have an approximate 3 month lead in time and require funding.
39. A recommended approach for the next stage would be to enter community co-design on potential options for the Bedford Place area. Community co-design involves workshops with local businesses, stakeholders and residents with the Council and highways partners to develop a scheme, or series of schemes, for an area. The wider Polygon area has already had Community Co-Design for an Active Travel Zone (ATZ) which identified measures on Bedford Place. This forum would be used again to develop permanent schemes for Bedford Place and to develop any final scheme for Carlton Place. Terms of reference and membership will be developed for a start in Autumn 2021. Funding could come from the Active Travel Fund allocation for Polygon ATZ and be consistent with that.
40. Prior to communication about the decision being made the Ward Councillors (Bargate and Bevois) were informed and invited to an officer briefing.

## Decision and Activity Timeline

41. The timetable for decisions and actions is outlined in the table below.

**Table 8** – Decision & Activity Timeline

Briefing Cabinet Member	10 <sup>th</sup> June 2021
Ward Councillors Briefed	w/c 14 <sup>th</sup> June 2021
Businesses Notified and Comms	w/c 14 <sup>th</sup> June 2021
Street Art removal	w/c 12 <sup>th</sup> July 2021
Bedford Place Reopened	w/c 19 <sup>th</sup> July 2021
Zebra Crossing Activated	July 2021
Bedford Place Working Group & Co-Design	September 2021

## Summary

42. There is no clear overall view from the formal and informal consultation activities. Overall responses to the ETRO consultation were in favour of the trial pedestrianisation scheme. At a disaggregated level there were pockets of objections to the ETRO for Bedford Place from residents in neighbouring streets. The Go! Southampton led businesses survey pre scheme showed some majority support for the proposal. However, the subsequent surveys of businesses by Go! Southampton in winter 2020 were majority against the Bedford Place pedestrianisation albeit the response rate was low and was in a period of pre-Christmas uncertainty regarding restrictions.
43. The May 2021 Business Survey led by SCC, indicated that 56% of the 42 businesses who responded were against the retention of the pedestrianisation. The preference was for future timed evening only closure.

# BRIEFING PAPER

44. Stakeholders gave a range of positive views to retaining the trial scheme over the Summer period, at least for the EURO 2020 Championships. The change to the Government's Lockdown Roadmap resulted in the decision to remove the Bedford Place pedestrianisation from the week commencing 19th July 2021.
45. Further adjustments have been made to enable businesses outside of the closure to continue with outdoor seating in parking bays outside their premises.
46. The trial pedestrianisation of Carlton Place and Lower Banister Street did not solicit a high number of responses to the ETRO. This scheme should continue for the rest of the year and be assessed at a future date with options to make it permanent. The Community Co-Design will develop long-term permanent schemes for Bedford Place and Carlton Place. The closure of Winchester Street is currently suspended due to the development works on Waterloo Terrace necessitating this ETRO to be suspended. A decision on that would be taken at the same time as the Carlton Place ETRO.

## RESOURCE/POLICY/FINANCIAL/LEGAL IMPLICATIONS:

### Resource

47. Covid-19 and connected initiatives such as the Reopening High Streets Safely Fund (RHSSF), the 'Southampton Inside Out' dining schemes and the trial pedestrianisation in the Bedford Place area, led to a 'Citywide Reopening Group' being set up to take forward these projects. The group brought together:
  - SCC officers with relevant knowledge and responsibilities, related to Green City & Infrastructure, Events, Economic Development, Urban Design, City Services, Communications and Highways.
  - Balfour Beatty Living Places as support with scheme design, the TRO administration and the comms.
  - Key directors at Go! Southampton with an expert understanding of the local business environment.

Feeding into the group was the feedback from weekly meetings with traders. The BID co-ordinated these meetings with representatives of SCC attending.

48. The Citywide Group, still in existence, holds fortnightly meetings. Whilst the initial focus was on Covid-19 and RHSSF activities, the agenda has progressively evolved to cover a wider range of projects aimed at supporting the city's recovery from the pandemic including the recent Welcome Back Fund. The group remains an action group looking more at getting things done (changes to barriers, discussions with traders, street art, lighting, comms campaigns, etc.) as opposed to one looking more at strategy.

### Policy

49. The City Centre Action Plan (2015) identified the Bedford Place area as one of the urban quarters of the City Centre.
50. Connected Southampton 2040 is the long-term local transport strategy for Southampton and looks to improve the transport network in Southampton over the next 20 years. The vision is to plan for sustainable growth with a transport system that can support everyone who wants to get around Southampton and readdress the balance between vehicles and people – making it easier to get around by a variety of modes. Development of cycle and walking networks are part of this as well as sustainable servicing plans that support businesses.

# BRIEFING PAPER

51. The Transforming Cities Fund programme looks to start the implementation of this approach with works to the Ring Road (Brunswick Place-Cumberland Place) to make it easier for people walking and cycling to cross, managing traffic flows and providing buses with priority.

## **Financial**

52. The Government's Reopening High Streets Safely Fund allocated £225,000 to Southampton. Most of the Bedford Place costs thus far have come from this allocation. (The RHSSF has also been used to support other works aside from Bedford Place, as well as wider safety/social distancing messaging).
53. To implement the trial pedestrianisation SCC used external funding of £70,000 for surveys, planters, barriers, ETRO, signage and staff time.
54. Go! Southampton have been supporting via the curation of street art, winter activation, promotion, and supporting surveys etc.
55. The cost of the pedestrianisation removal on Bedford Place is currently being finalised but will involve the cost of removing or altering traffic management, relocating concrete blocks and planters, and the hiring of new concrete blocks to protect outdoor dining spaces in the parking bays on Bedford Place. It may be possible to reclaim some of this funding via the Welcome Back Fund. In the meantime, a funding source for the removal has been identified from the Local Transport Plan capital budget and a budget of £20k allocated.
56. The City Council has received £150,000 from the Department for Transport's Active Travel Fund 2021/22 for Polygon Active Travel Zone (ATZ). Following consultation with residents in the Polygon area, schemes were identified including works to Bedford Place at the junction with Wilton Avenue. Part of this funding is also being allocated towards future improvements in the Bedford Place area that will be developed through co-design with businesses and residents. The cost of the zebra crossing on Henstead Road is being funded from Local Transport Plan capital budget under the Member Minor Works programme.

## **Legal**

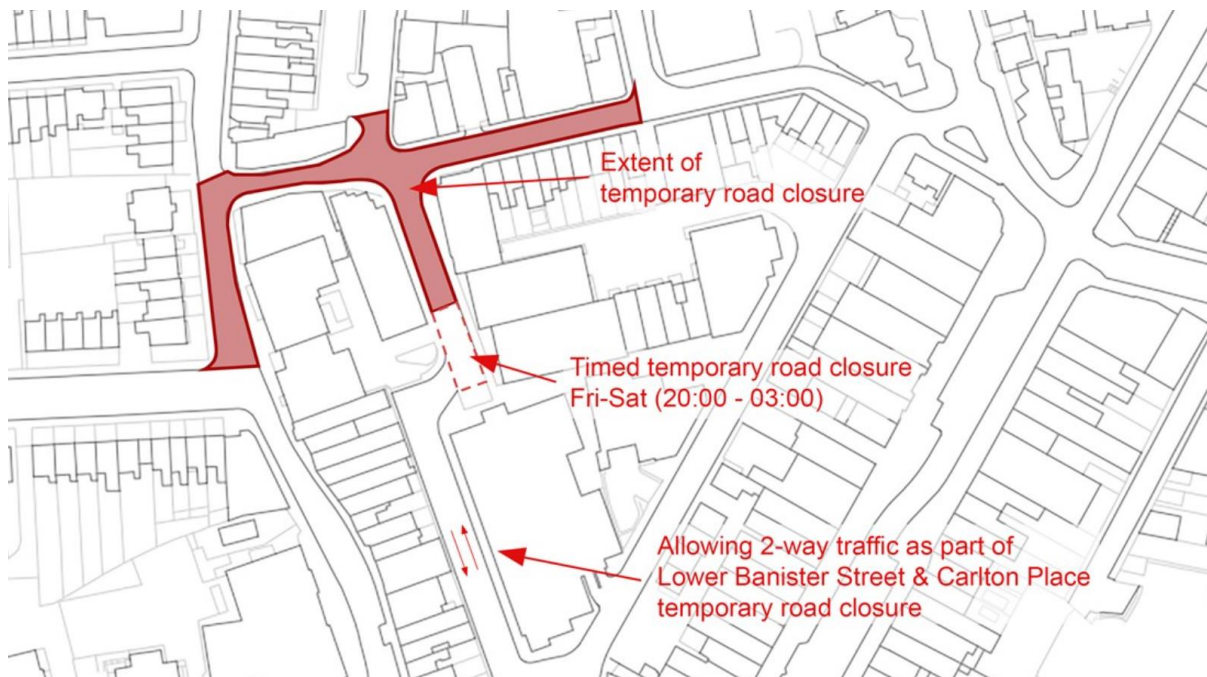
57. The legal framework enabling the trial pedestrianisation of Bedford Place is:
- Southampton City Council is the Local Highway Authority and the Traffic Authority for the City and as such has the power to restrict and regulate traffic under the Road Traffic Regulation Act 1984 for public safety and promotion of sustainable travel;
  - The Highways Act 1980 allows the Council to introduce Cycle Tracks;
  - The Council is required to exercise its functions under the Road Traffic Regulation Act 1984 to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway.
  - In preparing and determining the proposals set out in this report the Council is required to have regard to the provisions of Equalities legislation, the Human Rights Act 1998 and s.17 Crime and Disorder Act 1998 (the duty to have regard to the need to remove or reduce crime and disorder in the area).
  - Delegated Authority is provided to the Head of Service Green City & Infrastructure to suspend the Experimental Traffic Regulation Order for Bedford Place.



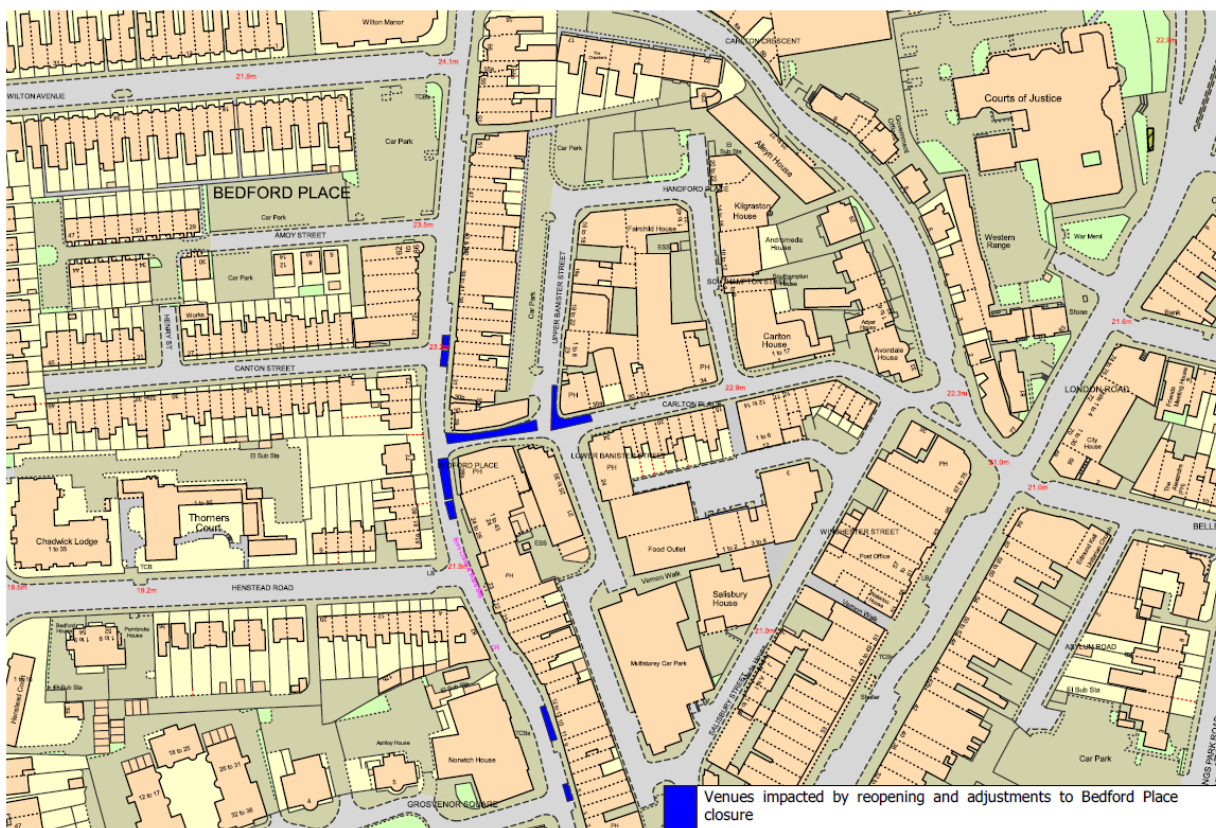


# BRIEFING PAPER

## Annex 1 – Map of Bedford Place Trial Pedestrianisation

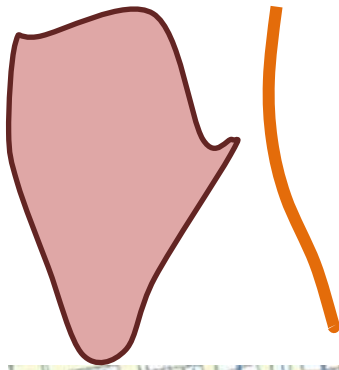


## Annex 2 – Location of Tables & Chairs/Pavement Licences



# BRIEFING PAPER

## Annex 3 – Extent of Surveys and Consultation Areas



ETRO Consultation (blue) – 2,896 properties  
Business Survey 1 & 2 (orange) –  
Business Survey 3 (green) – 75 properties on Bedford Place

# BRIEFING PAPER

## Annex 4 – ETRO Public Notice and Letter

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# PUBLIC NOTICE

### THE CITY OF SOUTHAMPTON (BEDFORD PLACE) EXPERIMENTAL ORDER 2020

NOTICE IS HEREBY GIVEN THAT SOUTHAMPTON CITY COUNCIL made the above Order on 12<sup>th</sup> August 2020, the effects of which are:

- 1 To introduce a Pedestrian & Cycle Zone (motor vehicles prohibited) in **Bedford Place**, between its junction with Carlton Place and its junction with Henstead Road.

The Order will come into operation on 21<sup>st</sup> August 2020

The Council will be considering in due course whether the provisions of the Order shall continue in force indefinitely.

Any person may object to the making of an Order for the purpose of such indefinite continuation, within six months of this experimental Order coming into force, or within six months of any subsequent variation or modification to this Order coming into force, whichever may be the later.

Any such objection must be in writing, stating the grounds on which it is made, quoting the Order title and sent to the Highways Legal Team at Southampton City Council, Civic Centre, Southampton, SO14 7LY or via email to [Traffic.Orders.Legal@southampton.gov.uk](mailto:Traffic.Orders.Legal@southampton.gov.uk)

Copies of the Order, map and statement of reasons for proposing can be emailed or posted upon request. Further information may also be obtained from the Highways division on 023 8079 8065.

This Order shall cease to have effect 18 months after it comes into operation or when a further Order to reproduce and continue in force indefinitely the provisions of this experimental Order is made, whichever is earliest.

Dated: 14<sup>th</sup> August 2020

Richard Ivory, Solicitor  
Service Director, Legal and Governance  
Southampton & Fareham Legal Services Partnership







# Southampton Inside Out





## Initial Area of Consideration

GO! Southampton is working with Southampton City Council and other stakeholders on 'Southampton Inside Out' – a new initiative, which aims to make it easier for businesses in the hospitality sector to create/add more outside seating. In the coming weeks, it is predicted that a large number of businesses will be reducing their capacity to enable safe social distancing; creating more opportunities and simpler processes for utilising outdoor space could help to mitigate this.

Following an analysis of GO! Southampton's previous hospitality survey, traders within both Bedford Place and Carlton Place had expressed specific interest in exploring opportunities within this area of the city for outdoor dining.

In addition, through their Green Transport Recovery Plan, Southampton City Council are proactively looking to provide opportunities to think creatively about the public spaces that are available. This could be through managing queues and spaces to enable them to be used for other means such as dining space, public art, activate new spaces, and working with community groups to re-design their local areas.



## Location

The initial area of consideration is highlighted in yellow on the map above. This includes Bedford Place (from Canton Street to Henstead Road), Carlton Place (Bedford Place to Southampton Street) and Lower Bannister Street.

Initial feedback from the hospitality sector is that Upper Bannister street would not be required and would only include the closure of the junction to Carlton Place.





Page 26



This scheme would initially be introduced through an Experimental Traffic Order to provide flexibility to test this concept and to adapt to feedback throughout the pilot period. In order to provide some clarity on the approach being taken, Southampton City Council has created the mock-ups below to indicate the alfresco approach with planters, which would be provided by the Council.

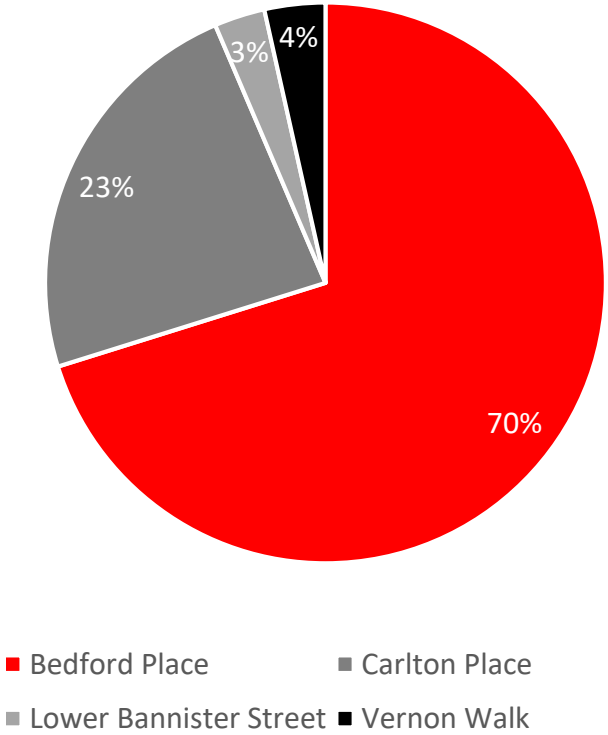
## Appearance



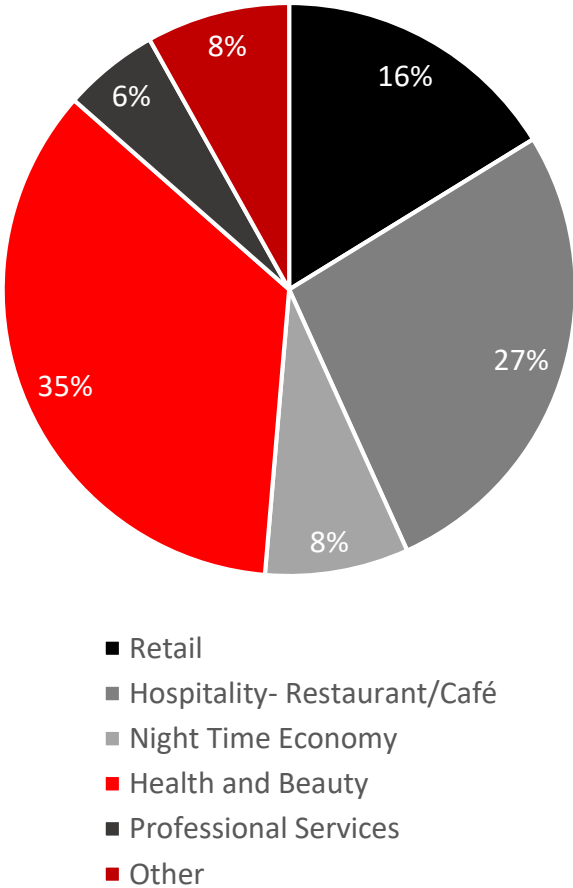
# Respondents

Page 27

### Business Location



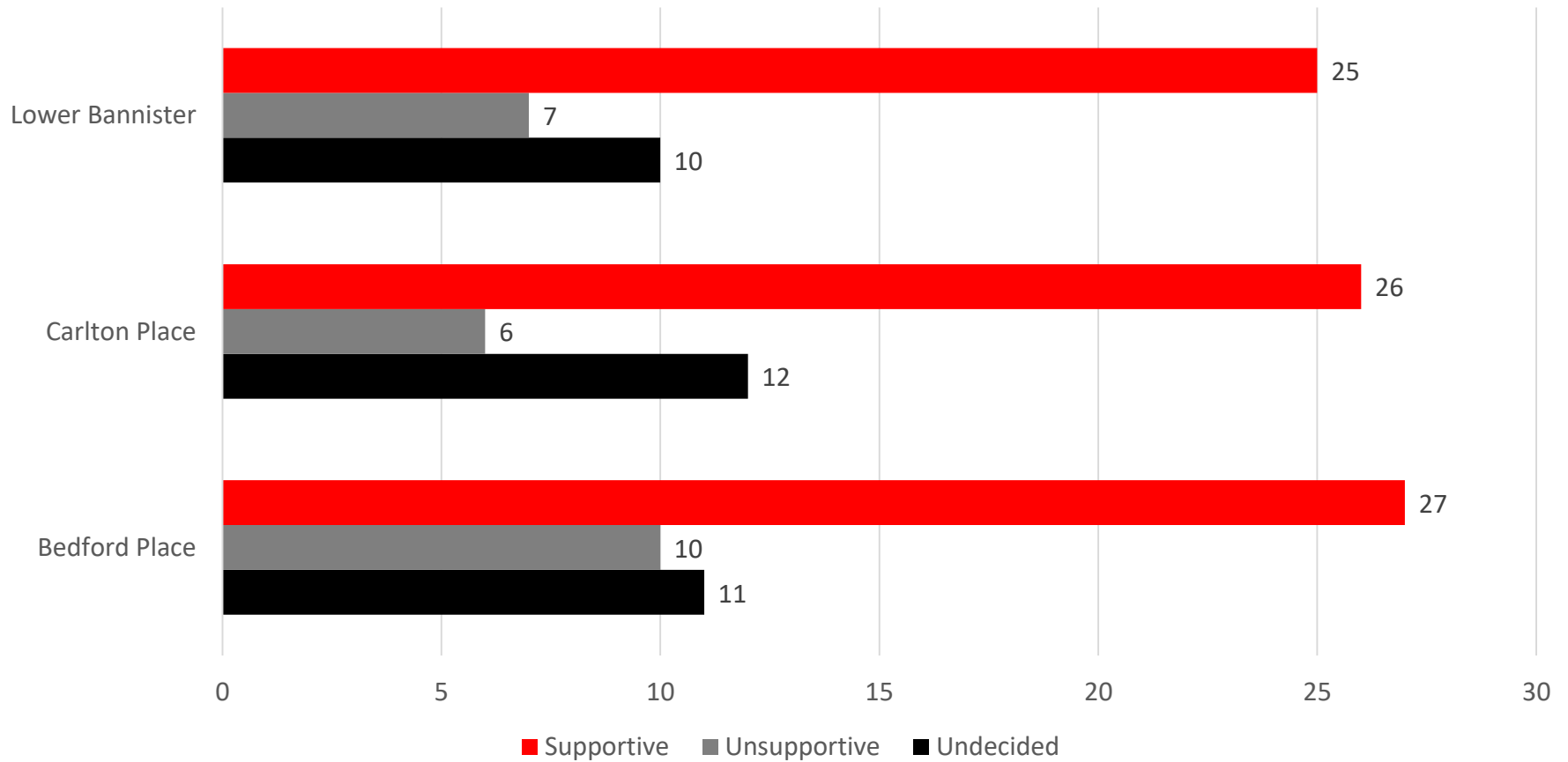
### Sector



# Levels of Support

## Levels of Support per Street

Page 28



# Supportive Feedback

- Anything to encourage people to have dwell time in the city is a good thing. Bedford Place/Carlton Place are predominantly independent businesses so it is nice for them to get a chance to compete on a level playing field. (Supportive of B, C, LB)
- The road surface in Carlton Place is very poor and uneven. If this was resurfaced in a similar way to the pedestrian area of Oxford Street, it's potentially very attractive and could be an appealing environment to generate custom. (Supportive of B, C, LB)
- To attract more people in the area. (Supportive of B, C, LB)
- For a short period to assess and assist the hospitality and local retail sector to get up and running again. If long-term, this needs to be considered in much more detail. Short term trial - winter months would be difficult and areas blocked-off would be used far less due to inclement and bad weather. (Supportive of B, C, LB). Outside of the proposed area.
- I have always thought that pedestrianising some of the Bedford Place area would make it a more attractive place to visit, to shop, and to hold events such as the Farmer's Market. Traffic runs through Bedford Place at too high a speed (at best the street should have a 20mph limit as space is so tight) and if this helps to reduce that, even better. (Supportive of B, C, LB).
- I feel the proposals may make the Bedford Place area visually more attractive in a similar manner to Oxford Street. (Supportive of B, C, LB).
- I am supportive, I would just like it to be more ambitious. (Supportive of B, C, LB).

# Supportive Feedback

- I am supportive of the planters in Bedford Place between the parking meter outside W J French & Son down towards XOXO on the corner of Bedford Place. The on street parking between Atlantic dry leaning and W J French & Son needs to be reinstated. I worry that if Bedford Place is pedestrianised then the traders are going to blame poor trade on this, not the recession. (Supportive of B, C, LB).
- I don't think it will have much of an effect on my business but will have an overall benefit for the area as customers will be enticed to stay longer. (Supportive of B, C, LB).
- We have lost over half of our capacity and this would be very beneficial to us! Currently have no outdoor seating due to the size of our courtyard, so this would be ideal for those wanting a pint or food in the sun. I like the idea of a more communal space too. Plus, it'll make the area safer without cars driving ridiculously fast down Carlton Place and pedestrians will be able to more effectively distance themselves without walking in the road where cars would be. (Supportive of B, C, LB).
- I believe they will support our business by allowing us to serve more covers at any given time and in a safe ventilated manner. (Supportive of B, C, LB).
- I think it would be great for the area as long as it's not just a couple of bollards stuck at the end of the road. (Supportive of B, C, LB).
- I think it will boost business creating more walk-in trade to the area. It will add value to the area and make it a lovely place to work in! Outdoor seating for the surrounding businesses is such a great idea. (Supportive of B, C, LB).
- We need to band together and make the area beautiful and OPEN! (Supportive of B, C, LB).

# Supportive Feedback

- The Prime Minister's official spokesman said: "Broadly the scientific and medical experts have been clear that there is less likelihood of transmission of this disease outdoors than indoors." Customers are fully aware of this and therefore concerned about eating inside and this is reflected in dining in numbers and feedback from customers. We have also had to dramatically reduce seating inside and so having an option of outdoor seating would help ensure we are able to supply demand. Bedford Place and Carlton Place also suffers from all the focus and theatre that surrounds West Quay. Enabling people to socialise around this area will help breathe new life back in and make it a shopping destination for new customers rather than suffering the effects of relying on a dying generation of shoppers who remember the "good old days". It will also bring new businesses in and help bring back some identity back to Southampton. Every shop in West Quay I can find in any other town, Bedford and Carlton Place is made up of Local Businesses.....we need to keep them alive, it is clear this will help drive that. Simply Googling the effects of Pedestrianisation makes it clear that similar models have been adopted and are very successful in other towns in within the UK and Europe. (Supportive of B, C, LB).
- A lot of the businesses don't have a sufficiently large outdoor area to safely operate with a large enough capacity to be economically sustainable. Even without Covid, cars really spoil the look and feel of Bedford Place, and speed past at dangerously high speeds (particularly at night when people might be intoxicated). Any area that is not being pedestrianised should certainly be reduced to 20mph. Southampton will be a much nicer to city to live in with the car being taken down a notch or two. (Supportive of B, C, LB).
- It will increase the footfall in the area and all types of business will benefit. We will need less expensive parking in the area. Support, because more people will go past my door and know where I am. (Supportive of B, C, LB).
- We have to move with the times, all new cycle lanes and less traffic, I know some businesses feel it will hinder business but I cant see how, don't mock until you have tried it. I am in full support of this. (Supportive of B, C, LB).
- Removal of parking spaces for customers, could this be countered with 30 minutes free in the main car parks. (Supportive of B, C, LB).

# Supportive Feedback

- Firstly it would slow people down. a lot of people 'pass through' Bedford Place on their way to the City and don't notice some of the businesses along the way. Secondly, it would slow down aggressive traffic; racers, especially at night-time. I also live on Bedford Plc and it's terrifying to hear them at times. (Supportive of B, C).
- Possible regular Farmer's market or Antique Fair in closed area would suit the location. (Supportive of B, C).
- We are supportive of all of these proposals. We feel our clients would be rather impressed with the area, many of whom travel a number of hours to visit us here at Bedford place. They would gladly love to take advantage of the extra spaces outside, in between their appointments with us if they are here for most of the afternoon. (Supportive of B, C, LB).
- Our business will not survive if we are to follow the government guidance on the 1 meter with mitigation's. Last year we spent 4k on remodelling our restaurant to get an additional 2 tables in to take us from 22 to 26 covers in the restaurant. Under the new guidelines we can now only have 12 covers. That's not a viable business. We really need the outside space and we really need this to happen quickly so that we can make most of the summer weather. I strongly believe we should trial this out till October and then review it but Southampton could use a nice cafe culture and destination point for local independent businesses, I believe it would attract even more people to the area. Perhaps for the hairdressers that seem to have an issue with it we could offer free car parking over the trial in the car park next to them? (Supportive of B, C, LB).
- My only concern is that the council may use those horrible plastic things they used for the parking bays. If this is to go ahead it needs to be done properly with nice looking planters, I'm happy to maintain the plants as I'm sure others are and we'd be happy to make sure everything is clean, however it would be beneficial to have more city bins for the extra litter that may come from it. Also it would be nice to perhaps have a market on one of these streets once a week on a Monday perhaps when it's quiet, again to bring people out and about (Supportive of B, C, LB).
- Although we would just miss out due to road layout, it is nevertheless a progressive step for the area. Taxi drop off should considered though, we would support the Carlton Place/Southampton St corner. (Supportive of B, C, LB).

# Unsupportive Feedback

- Health and safety of our staff and customers. (Unsupportive of B, C, LB). Outside of the scheme footprint.
- I have been a trader in Bedford Place for 28 years. The flow of traffic works for my business. The parking works. I only see the change as detrimental to my business. We have dealt with COVID 19 and it's tough getting our business back up and running. It has already been discussed that the initial change will see a decrease in footfall. Before it gets busier. This will have a huge affect on business. . (Unsupportive of B, C, LB). Parking is due to be restored outside this business.
- As a Hair Salon our clients want to have easy access and parking. Detrimental, reduced parking, noise and disturbance, increase street litter. (Unsupportive of C, LB, Undecided of B). Inside of the scheme footprint in Carlton Place.
- My question is - is this going to bring anything positive for Lakaz Maman, Sakura, Tim's Bistro, Diego's, Halladays... Don't think so! As a restaurant we are extremely worried that in sunny days we won't have any trade while now at least we do. Absolutely ridiculous. We will also get all the traffic and pollution. Only if we benefit as well. If we don't get the same conditions then we are not supportive. (Unsupportive of B, C, LB). Outside of the scheme footprint, would want the scheme to extend further along Bedford Place.
- Feel that our business is real passing trade. Customers like the convenience that they can quickly shop in once space. A lot of the trade comes from customers driving their car and feel this could have an impact on sales in very challenging times. (Unsupportive of B, Supportive of C, LB).
- The majority of businesses in Bedford Place rely on customers that use cars. From chiropractor to hair salon to dry cleaners and many more. We are all a destination for a specific reason and they don't live around the corner. Even French's shoe shop will have customers drive from Dorset or London for a family trip. This will cut off access for most customers from a major arterial route. At the rear of shops all trucks and traffic from the multi storey will now have enter & exit via the incredibly tight and blind corner of Carlton Pl/Winchester St/Carlton Place. This will include full size 40foot trucks, is this an oversight? This idea is a lot of expense and especially Damage for many businesses to give a questionable benefit to few. (Unsupportive of B, LB, Undecided of C).

# Unsupportive Feedback

- Your plans to close the road on Bedford Place will lead to big traffic problems as traffic cannot use a busy road when travelling from the city centre through to my and others business. I rely on people coming to order something and then coming back to collect it. Your plan will make this much harder for them to pop in on their break or after work. This inconvenience will lead to a decline in business. How would you compensate me if I lose business because of this. I also question how you will be making sure that this area is properly managed and cleared up after. A rise in drinking outside could cause anti social problems. What is going to happen to the traffic when football returns to normal? You have not thought this through at all. You have already reduced the avenue to one lane which will be a nightmare when it is back to normal. (Unsupportive of B, Undecided of C, LB).
- Access to the parking areas behind the premises along these streets. Support only half the street closed to allow access to premises parking (Unsupportive of B, Supportive of C, LB). This has now been achieved with amends to the scheme.
- Things are hard already without restricting access. Access by car from the city side would be so difficult no one could make the effort. The night time parking charge knocked 20% off my sales, customers just go to an easy free supermarket car park. There will not be enough customers to cover costs. It is no longer worth my opening late as their just isn't the business . With this scheme we have even lost our measly ten minutes free parking(1/2 hour at West Quay)! Sunday is also dead since the most expensive parking in town was introduced, with super efficient enforcement. Mitigating measures: Free parking after six and weekends. (Unsupportive of B, C, LB). Parking to be restored outside the business.
- This is lunacy. People need to visit all businesses, not to only support those making use of outside space to the exclusion of those who do not. Our clients need to park outside and we need deliveries throughout the day. There is no need for additional exclusion. You are too late to the party and now seek to destroy businesses which need people to be able to park outside. I note that there is no suggestion to end parking charges for the lucrative car parks ? (Unsupportive of B, C, LB). Parking to be restored outside the business.



# Unsupportive Feedback

- Blocking off Bedford Place will make it simpler to shop elsewhere, causing a drop in trade. Pretty planters can rapidly become dumping grounds for rubbish, especially when inebriated people are involved. (Unsupportive of B, Supportive of C, LB).

# Undecided Feedback

- At first I was considering my thoughts on Bedford Place but having read the article in the Evening Echo 13/07/20 I am now very concerned that the possible proposals for London Road/ Devonshire Road /Cumberland Place etc Bedford Place as an area will be very isolated and will become a challenge for customers to visit. I fully appreciate that we need to help our hospitality traders in these difficult times but the proposals around us do not help hospitality but just make visiting Bedford Place difficult which helps none of us. (Undecided of B, Supportive of C, LB)
- What about the bottom end of Bedford Place? There are 9 restaurants. We get all the extra through-traffic now, polluting us. (Undecided of B, C, LB). In the area with planters towards Watts Park.
- Broadly supportive if managed properly Would be concerned about potential for disruption to traffic and disturbance to local residents. . (Undecided of B, C, Supportive of LB).
- Looking at the pedestrianisation in the town centre - outside West Quay - and the state of it and the junkies etc down there - the beauty companies can not afford to lose any more customers that already get fed up with getting harassed by beggars and sworn at by drunk people in the middle of the day In Bedford Place. This may be ok for the hospitality businesses but doesn't help us at all. Not much had been done to help us after many many complaints. But - I realise that to survive with the social distancing, the hospitality sector need this. And we do not want to lose them and the employment they offer. (Undecided of B, C, LB).
- I think if you block off too much of the road people stop coming , a lot of retired, elderly and disabled people struggle when can't park or get public transport near to where they want to go , so stop coming and there the consistent ones who spend more money , we need a bus to come to Bedford place. . (Undecided of B).
- My concern would be how would you police people from bringing cheap alcohol into the area from elsewhere, say local supermarket? I can see they're would be a lot of people just milling around on the street and made no purchases from anyone of the venues. We may also potentially see large college students (16/17 year old) in the vicinity. We would be in favour of the scheme, if we can stop people from entering the area without any alcohol, can ID check at each entry point into area etc. Without more details about how you intend on policing all of the above mentioned we will find it difficult to support it. My number is below if you are free anytime in the coming days, please call at your convenience. (Undecided of B, C, LB).

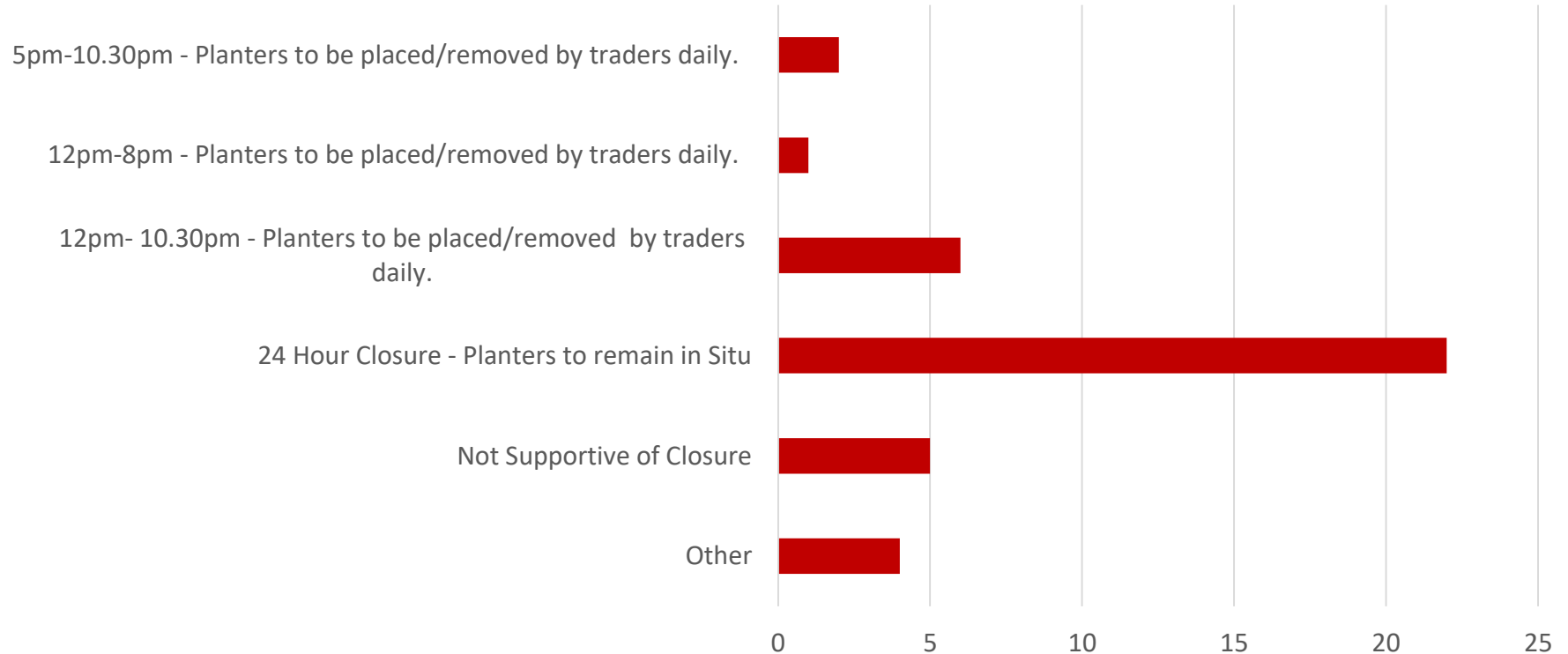
# Other Feedback

- The barriers put in place at the moment have been a huge deterrent and most of my customers think it's major road works about to take place or a gas leak.
- I am a destination shop and rely on my customers who come not just from Southampton but all over Hampshire/ Dorset and London to be able to get to me easily and be able to park.
- Rat run down Henstead and up to Wilton.
- A lack of policing and security to protect premises if there is an increase in drinking and vandalism.
- Increase of begging in the area.
- Our alcohol license doesn't cover that area as it's obviously not our property, though we do have 'takeout' as an option, unsure whether this would be frowned upon by licensing.
- It would be good to have less homeless around, meaning more policing, but we also don't want police constantly walking around wasting their time.
- Maybe a one-way system could be considered
- Need 10 min free parking elsewhere in the area to allow for EG dropping dry cleaning, picking up prescriptions, buying a pint of milk - if there is no free parking it will be detrimental to businesses in the area.
- What would be of greater help is reducing the constant stream of drug addicts going into 55 Bedford Place for their methadone script. My patients are starting to question whether they should continue to visit this practice.
- The drugs problem in Bedford Place is not reducing. Transactions regularly take place in the car park and surrounding street. I frequently see drug-addicts coming out of the chemist shop and immediately calling in their dealers to supply them with drugs. If possible, the registration number of the dealer's car is given to the drug squad. That methadone is meant to be a substitute but it is being used as a supplement. Finding somewhere else for them to collect their script of methadone will enhance the atmosphere of Bedford Place. If the drug situation is allowed to continue, how quickly will the planters find themselves containing drug paraphernalia?

# Timings

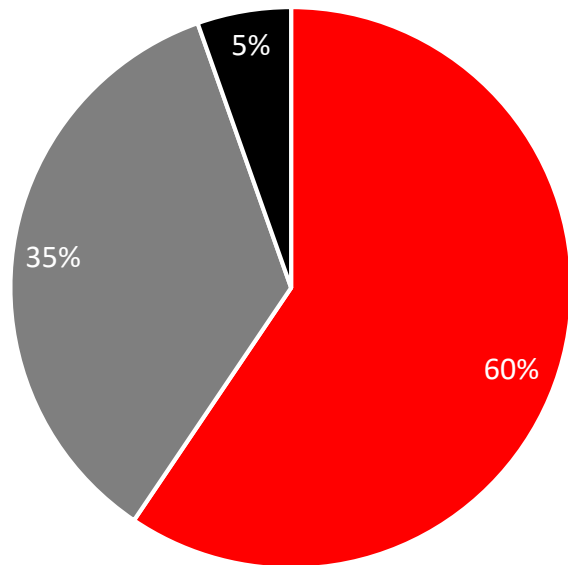
There are a variety scenarios being considered, with the scheme currently being proposed to be in situ 24 hours a day. Please could you indicate below which scenarios you would support.

### Levels of Support per Scenario



# Deliveries

Receive Deliveries into the proposed area



■ Yes ■ No ■ Unsure

## Respondents that are actually impacted by the scheme for deliveries

### Bedford Place

- In scheme: LGV 10am-12pm – able to accommodate
- In scheme: Car, LGV, OGV1 – throughout the day – drive now clear alongside business.
- In scheme: OGV2 – to be discussed.
- LGV, OGV1, OGV2 and car – between Canton Street and Carlton Place
- X2 LGV, OGV1, OGV2 – between Winton Ave and Canton Street
- LGV, OGV1 and Car – between Winton Ave and Canton Street
- X 2 LGV, OGV1, OGV2 and car – between Winton Ave and Canton Street
- Car, OGV1, OGV2 – Canton Street
- OGV1 - between Winton Ave and Canton Street

### Carlton Place

- In scheme: Car, LGV, OGV1 – able to accommodate
- In scheme: LGV – 2pm-4pm

### Lower Bannister Street

- Car – 12pm-10pm
- LGV, OGV1, OGV2 – Throughout the day – prefer new proposals

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# Southampton Inside Out





## Initial Area of Consideration

GO! Southampton is working with Southampton City Council and other stakeholders on ‘Southampton Inside Out’ – a new initiative, which aims to make it easier for businesses in the hospitality sector to create/add more outside seating. In the coming weeks, it is predicted that a large number of businesses will be reducing their capacity to enable safe social distancing; creating more opportunities and simpler processes for utilising outdoor space could help to mitigate this.

Following an analysis of GO! Southampton’s previous hospitality survey, traders within both Bedford Place and Carlton Place had expressed specific interest in exploring opportunities within this area of the city for outdoor dining.

In addition, through their Green Transport Recovery Plan, Southampton City Council are proactively looking to provide opportunities to think creatively about the public spaces that are available. This could be through managing queues and spaces to enable them to be used for other means such as dining space, public art, activate new spaces, and working with community groups to re-design their local areas.





## Location

The initial area of consideration is highlighted in yellow on the map above. This includes Bedford Place (from Canton Street to Henstead Road), Carlton Place (Bedford Place to Southampton Street) and Lower Bannister Street.

Initial feedback from the hospitality sector is that Upper Bannister street would not be required and would only include the closure of the junction to Carlton Place.



Page 44

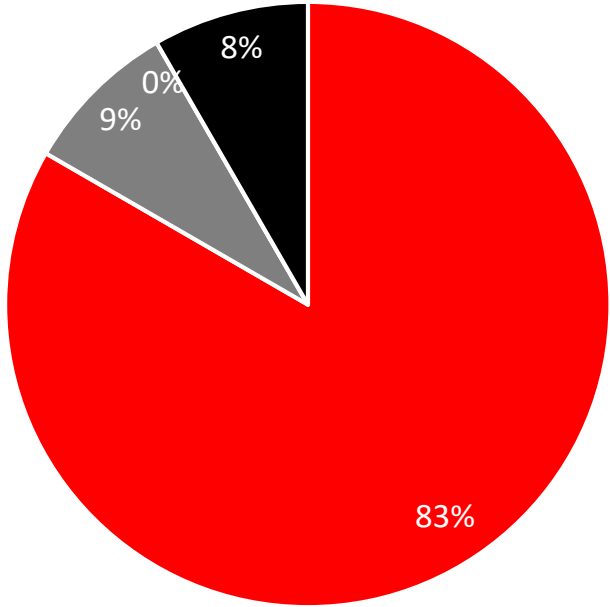


## Appearance

This scheme would initially be introduced through an Experimental Traffic Order to provide flexibility to test this concept and to adapt to feedback throughout the pilot period. In order to provide some clarity on the approach being taken, Southampton City Council has created the mock-ups below to indicate the alfresco approach with planters, which would be provided by the Council.

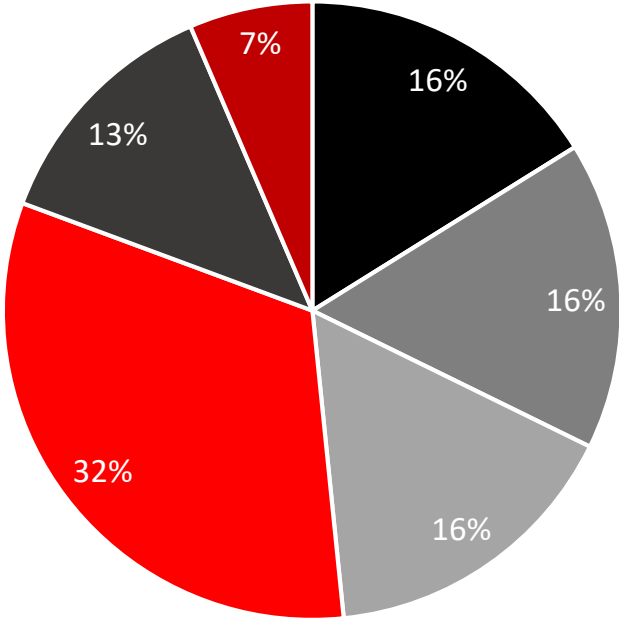
# Respondents

Business Location



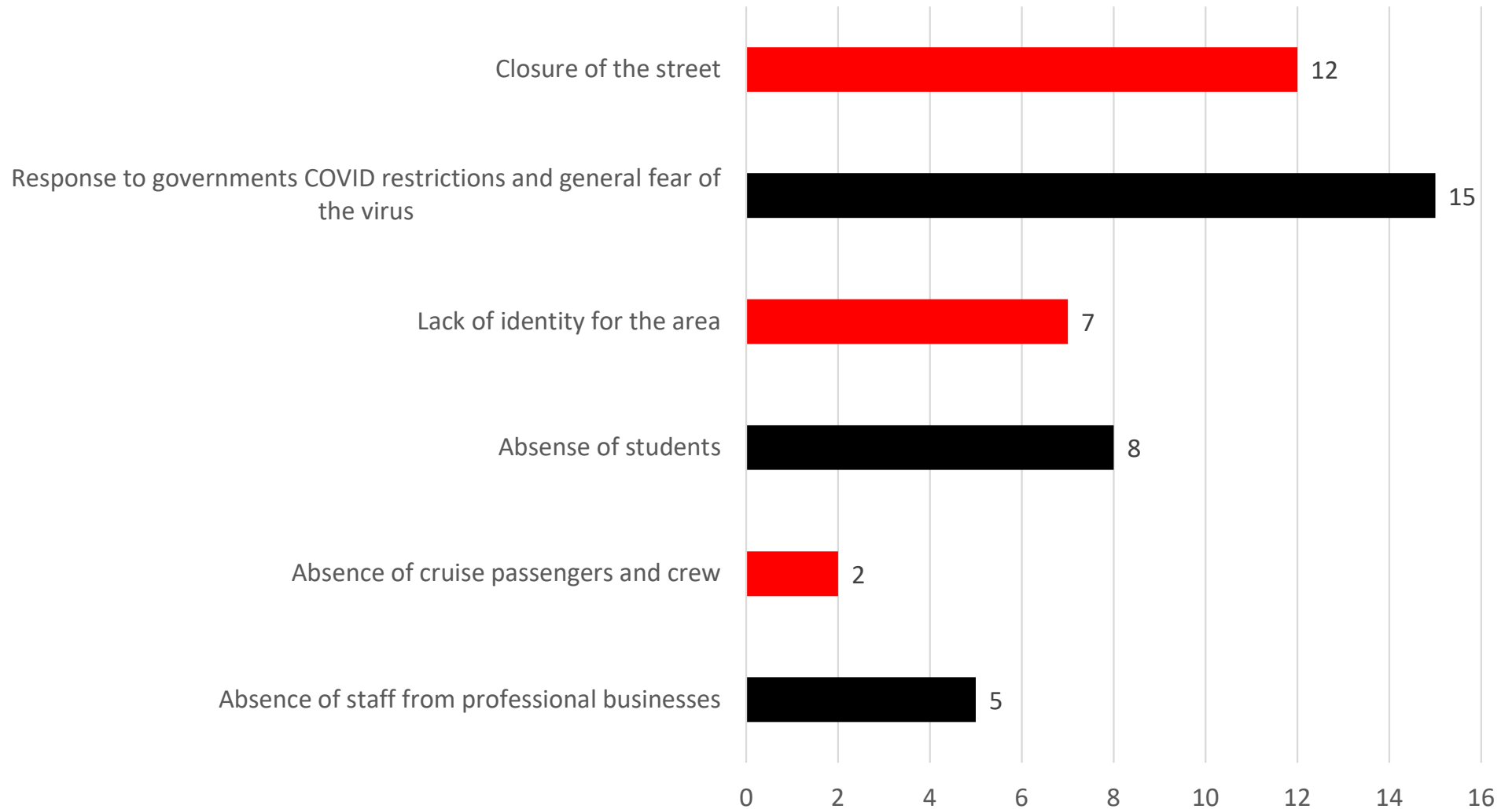
- Bedford Place
- Carlton Place
- Lower Bannister Street
- Vernon Walk

Sector

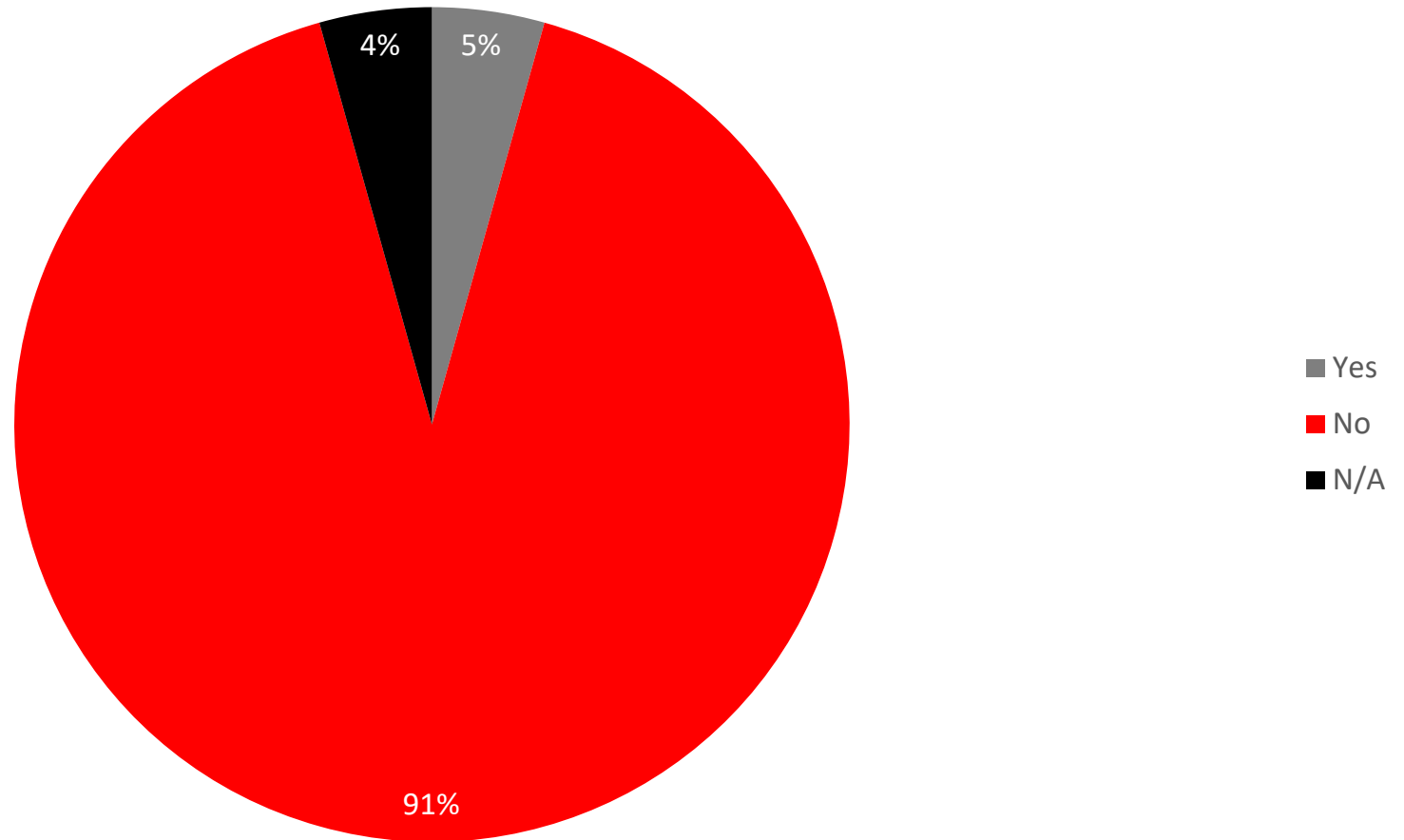


- Retail
- Hospitality- Restaurant/Café
- Night Time Economy
- Health and Beauty
- Professional Services
- Other

# Causes of a downturn in trade in 2020



# Is Bedford Place and Carlton Place as good as it could be?



# Reasons

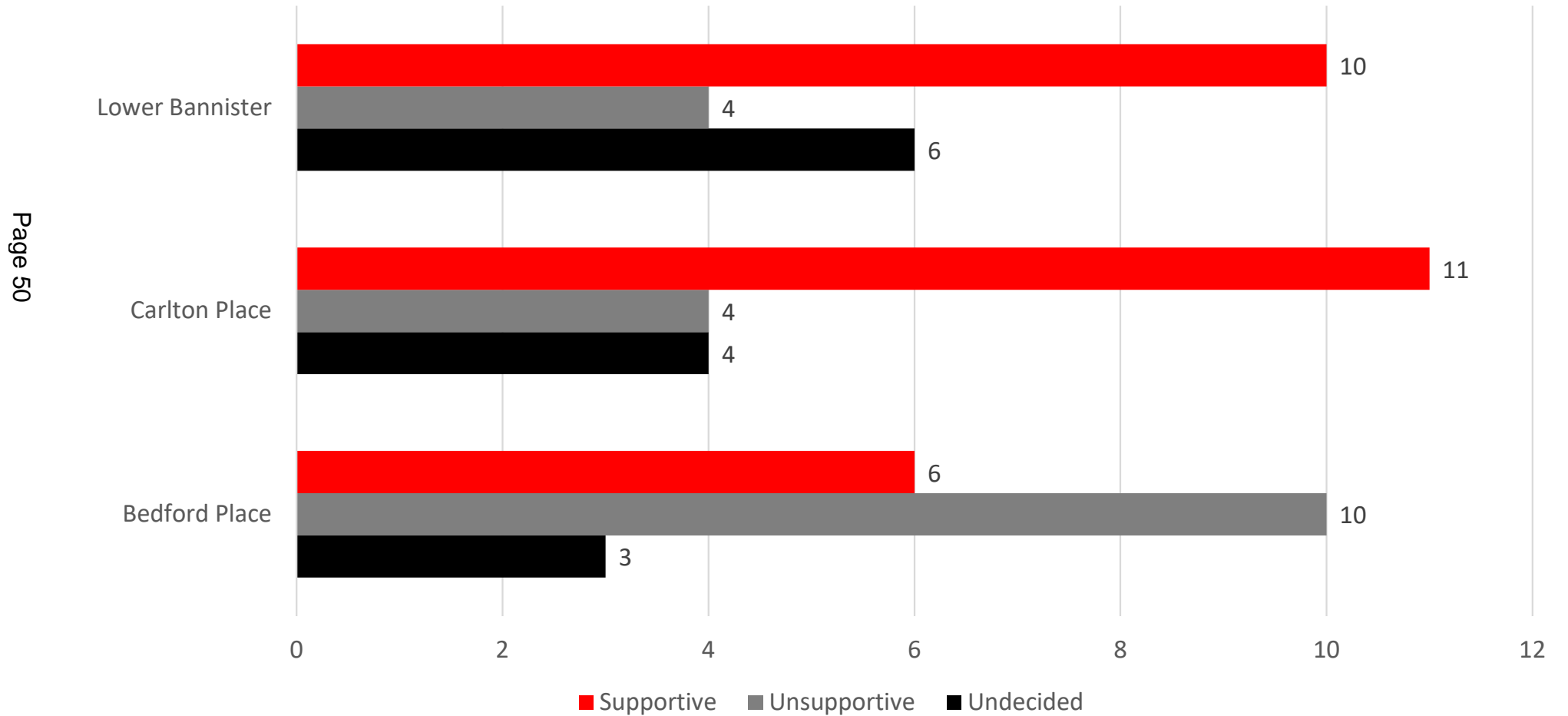
- Because it isn't looked after. The pavements are bad and there is chewing gum and food grease . Particularly at the bottom of Bedford Place where all the kebab shoe are. Is this where you think the name Boutique Quarter will work.
- There is currently no theme within the area that ties businesses together. We need a stronger identity as a "go to" area. Carlton Place has also been the ugly sister and needs the same level of support. There is also problems with theft and drugs users in the area.
- Road closure has turned Bedford Place into a cul de sac and reduced our visibility
- Homeless and drug and crime rate high here as a resident as well as a business owner this needs to be sorted big time my 6 year old daughter has to play in her garden listening to drug deals being done in the back lanes. Both business and home has had attempted break ins if you want you make this a family area this really needs sorting I've lived here all my life and it's always been a problem but this is the worst ever and drugs do more evident. plus do much more can be done in Bedford place in regards of greenery and markets now toad is closed which is fabulous lots of lots of less speeding but different well advertised events would draw attention to area in a hood way and businesses that are there like the clothes shoe shops and gallery and. Loud wine. Good individual businesses.
- Please make the road a through road again
- More pedestrianisation done properly. Not just stick a concrete barrier up and a few wooden boxes with no flowers in
- The area is blighted with beggars, drug dealers and homeless hostels. Blocking off through traffic has taken the life out of the street and makes it feel like a cul de sac, disconnected from the town centre. New customers which have previously found us as they drive to & from the City centre now are diverted around or away from Bedford Place, reducing our exposure to new & passing trade.
- It could be marketed better to attract cruise passengers. The cars drive through too fast and its not particularly safe for pedestrians and all the school children. The ambience and feeling of the area could be improved a lot as is starting to happen now.
- Most of the kebab shops are encouraging homeless people to hang around and we have even seen the shop people giving drugs to them. if this was stopped we would have a better chance.

# Reasons

- Empty shops and undesirable characters do nothing for the appeal of the area. Again, we feel The Place could become a safe, inclusive community given some effort by all and we look forward to being part of the journey!
- signs and rethink the turning circle people may get run over
- poor lighting, limited and expensive parking
- Because the council do not look after the aesthetics of the street. We could have cleaner streets pavements. Hanging baskets, trees etc
- The road has been blocked.
- Too many homeless and drug addicts around. We have had people doing drugs on the step at the front of our premises
- Streets and parts of the area seems run down
- Needs to look more classy

# Levels of Support

## Levels of Support per Street





# Supportive Feedback

- Only if these streets will look nicer. (Supportive of B, C, LB).
- Because you could make do much more of it to attract new custom to Bedford place if helps the bars and restaurants and if they closed it would be catastrophic to Bedford place to have large properties shut but hearing and more greenery should be provided for this to create a place to meet and relax safely. Traffic is slower so less speeding. But drug users and homeless is a huge problem as I said in previous comments this really needs to be addressed to make it a family area and more cctv and security needed. (Supportive of B, C, LB).
- Lack of cars is always good. Encourage walking. (Supportive of B, C, LB).
- No need for cars in the area. (Supportive of B, C, LB).
- The reduction of traffic has made it safer for my customers with young children visiting the shop. The area has been made more interesting and exciting with the inside out scheme allowing people to eat outside. We haven't noticed a downturn in customers visiting us. Our back to school at the end of August and September was a busy as the year before. If people want to come to the area parking in the open air car park on Amoy Street is still really easy. (Supportive of B, C, LB).
- Carlton and Bedford Place have historically been used as cut through roads for unsafe drivers. London Road and Devonshire Road along with ample public car parks provide adequate routes to access businesses. The pedestrianisation also means that pupils at St. Anne's can safely socially distance on their walk home from school. (Supportive of B, C, LB).
- Carlton place is limited in range of traders and blocking vehicles has all positive implications including stopping racing cars. i.e. no vehicles is safer, greener and more pedestrian friendly. (Supportive of C, LB and undecided of B).
- Carlton Place and Lower Bannister Street are areas with a high density of hospitality venues, mainly functioning during the evening, for which outdoor spaces would be an advantage. (Supportive of C, LB)
- This is an exciting opportunity that we have to grab and build on to create an area that encourages more footfall and activity (Supportive of B, C, LB).
- We really feel that The Place could become a very desirable area in Southampton. A vision of cozy winter markets and outdoor heating is something we hope to look forward to, as well as summer fetes and street festivals. (Supportive of B, C, LB).
- The introduction of the outdoor seating has been most welcomed by us and others in the hospitality industry, increasing our capacity in line with COVID guidance and we cannot express how important this has been in recent months. (Supportive of B, C, LB).

# Unsupportive Feedback

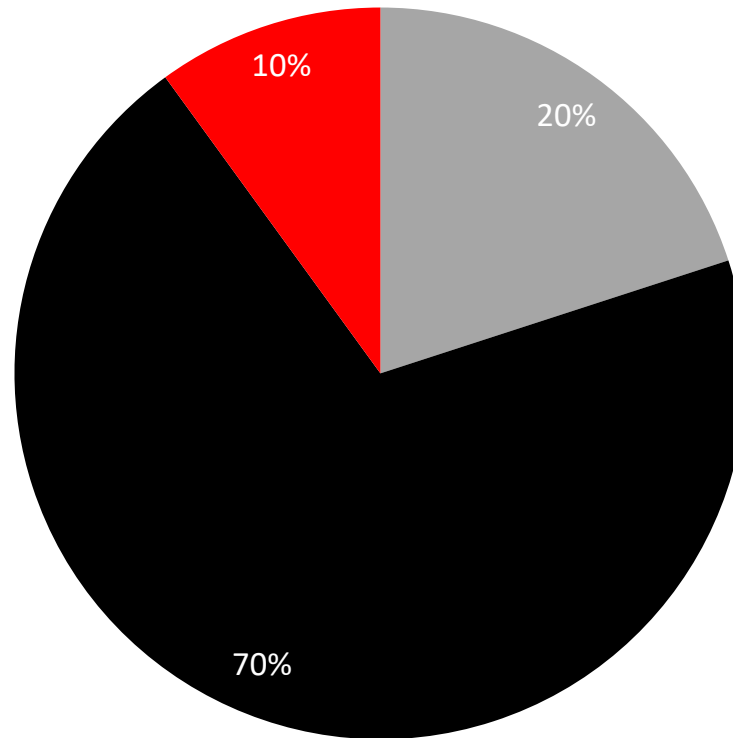
- I don't believe it works as it looks terrible. It looks shut. There is a huge drop in footfall. Business has definitely decreased. (Unsupportive of B, LB and undecided of C).
- Bedford Place benefits from passing trade if vehicles are allowed to pass through. (Unsupportive of B, Supportive of C and LB).
- The pedestrianisation is restricting retail trade in the area. (Unsupportive of B, C, LB).
- Knee jerk reaction. Ill thought out. Nonsense idea that it would encourage people to the area. Kills traffic by car. Honestly, you could not make up a worse scenario. (Unsupportive of B, C, LB).
- Bedford Place appears to have been cut off to traffic for the sole benefit of one pub, Vodka Revolution, when they could quite easily share road space along Carlton Place. Neither my colleagues nor any of my customers are in favour of the blockade, which simply makes Bedford Place less easy to navigate in or out of. (Unsupportive of B, Supportive of C and Undecided of LB).
- I've never seen the Street and business demoralised by career politicians. (Unsupportive of B, C and undecided of LB).
- This makes driving anywhere an absolute nightmare. (Unsupportive of B, C, LB).
- killing some of the smaller shops (Unsupportive of B, Supportive of C and Undecided of LB).
- Because I can see already a huge decline in the footfall and flow of the streets. I also think the whole thing looks cheep and unattractive. I hear all the time traders feeling unheard and unhappy about the state of the situation. (Unsupportive of B, C, LB).
- Bedford Place has a high density of independent traders who rely on daytime, passing trade, formerly helped by the former 10-minute parking spaces. (Unsupportive of B)
- Bedford place is the wrong place to have a boutique corner, there are too many homeless, too many drug dealers parked up waiting for calls and there are not enough decent venues to make it work. (Unsupportive of B, C, LB).
- The traders do not want this scheme. It looks awful. It looks a complete mess. Clients have stopped coming. We have noticed a huge decline in footfall. Bedford place used to be lovely a vibrant before all of this took place. It was decided without proper consultation. (Unsupportive of B, C, LB).

# Undecided Feedback

- Unless there is a comprehensive/professional pedestrianised scheme whereby all businesses can benefit I'm not yet convinced its right. The poor signage and horrendous concrete vehicle barriers were poor (I get it was temporary and the artwork arrived later). If its done properly e.g. road paved, quality street furniture, permanent planters etc then I would certainly reconsider. I have a concern that some of the businesses maybe adversely effected by the restricted vehicle access to the area too. (Undecided of B, C, LB).
- Some businesses here are dying why would this help it needs rethinking. (Undecided of B, C, LB).
- I agree with the outdoor seating except for the road closure of Bedford Place. The way in which you initiated this process was disgraceful. You did not consult the school or the people that live on Canton Street. You claimed businesses supported it when many of us didn't and you are ignoring businesses complaints. (Undecided of C, LB and Unsupportive of B).

# Has the Pedestrianisation helped your business?

Pedestrianisation Helped Business

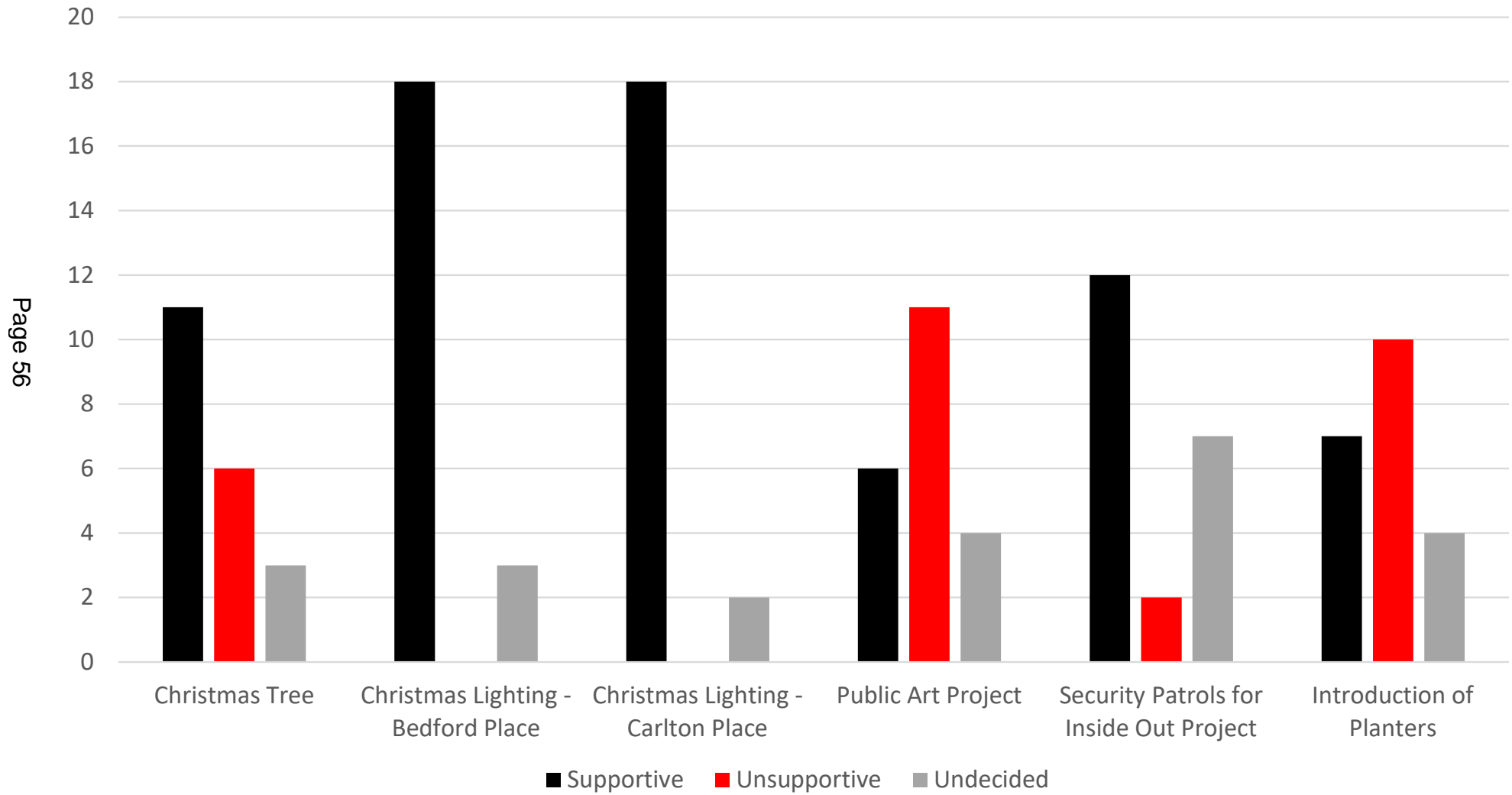


■ Yes ■ No ■ N/A

# If the scheme continues, what changes would you like to see to the scheme during 2021 and beyond?

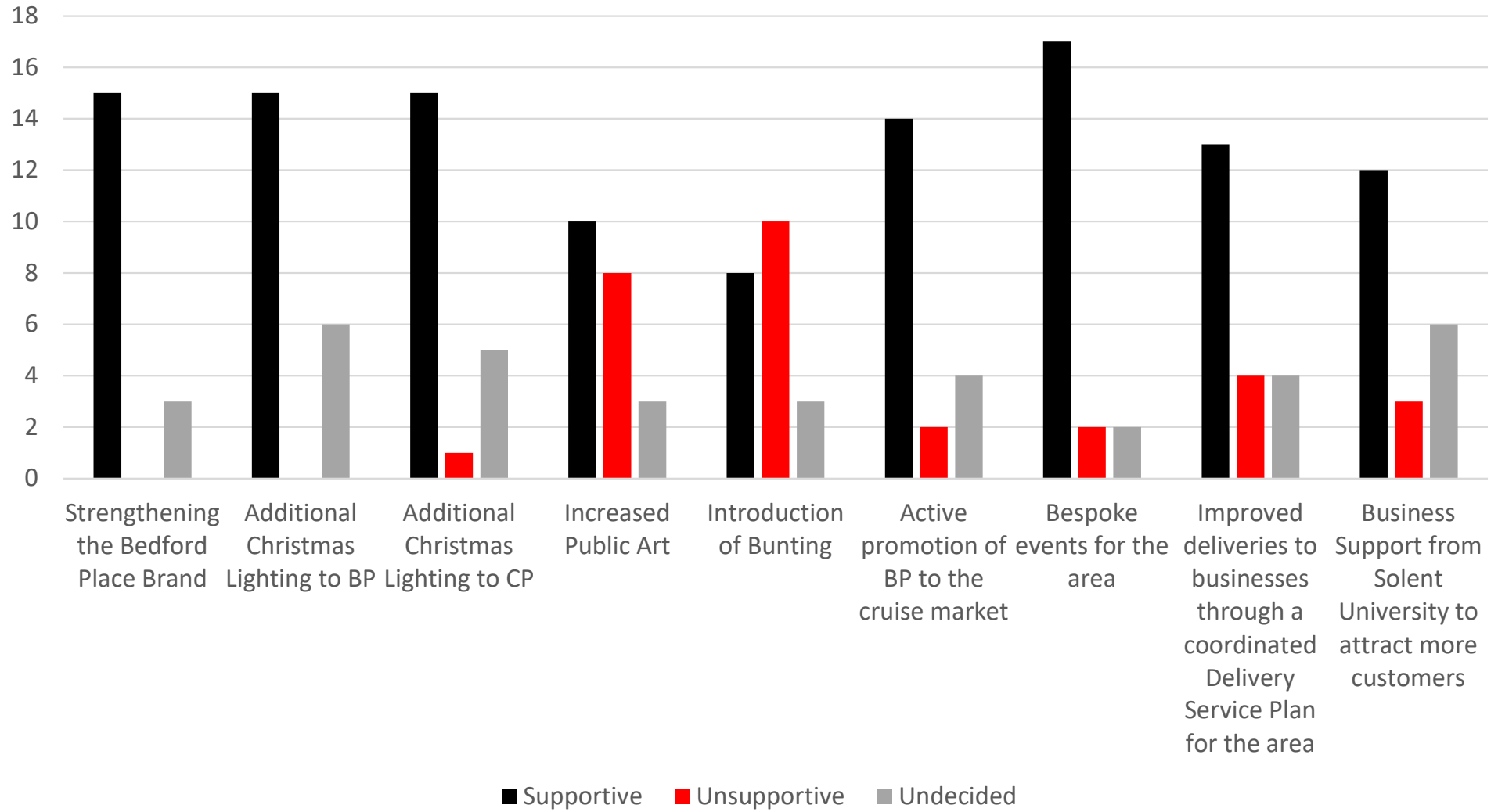
- If the scheme continues its unlikely businesses will all be around to discuss what changes can be made
- Nicer street, does not look nice at the moment.
- More lights over the street, more events and continued publicity of the area and businesses in the street. Build on the landscape ideas of Darren Bray.
- Removing those horrible concrete blocks
- Open the road.
- I do not want to see the scheme continue.
- Scrapped
- Get rid of it.
- New pavement and no road
- An inclusion of Vernon Walk, perhaps via signage, artwork etc
- More markets and greenery needed make it a lovely place to visit.
- free parking for all the business owners along Bedford place, better lighting all the way along and more police making sure there are no beggars. Better CCTV as currently it isn't good enough.
- Reopen Bedford Place. Broaden the pavement on the eastern side, by installing decking over the car park spaces, in order to create a level pavement surface, which will be both safer to use than the drop kerb while also permit social-distancing. Move the meters which issue 10-minute free parking tickets across to the main car park and designate the row of spaces on easternmost edge of that car park as the new 10-minutes free parking spaces.
- improved lighting, robust furniture with weather covers - e.g. industrial canopies, more marketing
- I do not wish the scheme to continue. Take the lumps of concrete up immediately and let us carry on with our business. Come and talk to each individual in Bedford place and ask what we would all like to be done.
- change the turning circle
- Open the road it is as simple as that
- Additional signage and aesthetics to make The Place noticeable and impactful - we can't wait for the light installation on Thursday!
- Ask the business who run here perhaps a survey to the whole city of Soton

# Support for interventions to date in Bedford Place/ Carlton Place



# Support for future interventions in Bedford Place/Carlton Place

Page 57



# Southampton Inside Out

- Southampton Inside Out increased capacity of hospitality venues by 45%.
- If the scheme continues the trade asked for the following:
  - Flowers in planters. Maintenance of planters
  - Heaters for the colder months and street cleaners to upkeep the pavements
  - weather related covering. improved lights
  - More security more greenery more heating. Or covered areas.
  - Clear definition between venue tables. Customers don't always realise that each bench belongs to a specific venue and this causes confusion with ordering and service. Heaters for the colder months and street cleaners to upkeep the pavements.
  - Covered and better seating like in Europe ie Paris, Amsterdam, Barcelona wish we had the weather
  - Free parking after 5pm instead of after 8pm
  - Great scheme if it is executed permanently and funded correctly by all stakeholders, not just Go Southampton.
- If the scheme was removed the impact on the businesses would be:
  - It would possibly shut us down if restrictions don't return back to pre corona
  - It would mean that we once again have to endure revving engines day and night, which is disturbing for diners and pedestrians. The outdoor dining area also gives us ability to offer an outdoor space whilst still only operating on one floor. This is helpful during the summer months, as demand is not always there to open our Sky Bar, which of course incurs additional costs.
  - Significant



# Other Comments

- This is such a fantastic area full of so much potential just some areas need sorting for it to work. Everyone needs to pull together to help this work so Bedford place and it's businesses survive. Patrols, clean up, green space,, community feel and help with shop fronts.
- Very little communication face to face with the 78 business in Bedford Place.
- most definitely the parking things have to change, if you stop drivers coming to us with a huge parking charge, this will not help
- I have had my business in Bedford Place for over 30 years and yet nobody has asked previously asked me about any changes to this part of town. Meanwhile the City News continues to state that it has consulted all the local businesses. That is not true. The potential for part of this scheme to be regarded as having an element of a conflict of interest is not a comfortable feeling in a democratic community.
- Hand on heart I was totally for this until it was in place and I did not realise how much it would affect some of the small businesses here I'm on an appointment only and I tell my clients of the road closure and I tell them where they can park but lots of people I know and I talk to every day in my business say how they buy wine from their local supermarket now rather than going to cloud wine for example Or even our local Sainsburys or shoes from somewhere else because they can't be bothered to get through all the traffic and wind round all the back roads they said it's a complete wind up

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# Agenda Item 8

<b>DECISION-MAKER:</b>	OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE		
<b>SUBJECT:</b>	FORWARD PLAN		
<b>DATE OF DECISION:</b>	15 JULY 2021		
<b>REPORT OF:</b>	SERVICE DIRECTOR - LEGAL AND BUSINESS OPERATIONS		
<b><u>CONTACT DETAILS</u></b>			
<b>Executive Director</b>	<b>Title</b>	<b>Deputy Chief Executive</b>	
	<b>Name:</b>	<b>Mike Harris</b>	<b>Tel: 023 8083 2882</b>
	<b>E-mail</b>	<b>Mike.harris@southampton.gov.uk</b>	
<b>Author:</b>	<b>Title</b>	<b>Scrutiny Manager</b>	
	<b>Name:</b>	<b>Mark Pirnie</b>	<b>Tel: 023 8083 3886</b>
	<b>E-mail</b>	<b>Mark.pirnie@southampton.gov.uk</b>	
<b>STATEMENT OF CONFIDENTIALITY</b>			
None			
<b>BRIEF SUMMARY</b>			
This item enables the Overview and Scrutiny Management Committee (OSMC) to examine the content of the Forward Plan and to discuss issues of interest or concern with the Executive to ensure that forthcoming decisions made by the Executive benefit local residents.			
<b>RECOMMENDATIONS:</b>			
	(i)	That the Committee discuss the items listed in paragraph 3 of the report to highlight any matters which Members feel should be taken into account by the Executive when reaching a decision.	
<b>REASONS FOR REPORT RECOMMENDATIONS</b>			
1.	To enable Members to identify any matters which they feel Cabinet should take into account when reaching a decision.		
<b>ALTERNATIVE OPTIONS CONSIDERED AND REJECTED</b>			
2.	None.		
<b>DETAIL (Including consultation carried out)</b>			
3.	The Council's Forward Plan for Executive Decisions from 19 July 2021 has been published. The following issues were identified for discussion with the Decision Maker:		
	<b>Portfolio</b>	<b>Decision</b>	<b>Requested By</b>
	Growth	Removal of evening charges	Cllr Fielker
	Finance & Capital Assets	Budget 2021-22 and beyond – update	Cllr Fielker

	Communities, Culture & Heritage	Destination Management Plan	Cllr Fielker
4.	Briefing papers responding to the items identified by members of the Committee are appended to this report. Members are invited to use the papers to explore the issues with the decision maker.		
<b>RESOURCE IMPLICATIONS</b>			
<b><u>Capital/Revenue</u></b>			
5.	The details for the items identified in paragraph 3 are set out in the Executive decision making report issued prior to the decision being taken.		
<b><u>Property/Other</u></b>			
6.	The details for the items identified in paragraph 3 are set out in the Executive decision making report issued prior to the decision being taken.		
<b>LEGAL IMPLICATIONS</b>			
<b><u>Statutory power to undertake proposals in the report:</u></b>			
7.	The duty to undertake overview and scrutiny is set out in Part 1A Section 9 of the Local Government Act 2000.		
<b><u>Other Legal Implications:</u></b>			
8.	The details for the items identified in paragraph 3 are set out in the Executive decision making report issued prior to the decision being taken.		
<b>RISK MANAGEMENT IMPLICATIONS</b>			
9.	The details for the items identified in paragraph 3 are set out in the Executive decision making report issued prior to the decision being taken.		
<b>POLICY FRAMEWORK IMPLICATIONS</b>			
10.	The details for the items identified in paragraph 3 are set out in the Executive decision making report issued prior to the decision being taken.		
<b>KEY DECISION</b>		No	
<b>WARDS/COMMUNITIES AFFECTED:</b>		None directly as a result of this report	
<b><u>SUPPORTING DOCUMENTATION</u></b>			
<b>Appendices</b>			
1.	Briefing Paper – Removal of evening parking charges and suspension of off-street Sunday parking charges		
2.	Briefing Paper – Budget 2021-22 and beyond: update		
3.	Briefing Paper – Destination Management Plan		
<b>Documents In Members' Rooms</b>			
1.	None		
<b>Equality Impact Assessment</b>			

Do the implications/subject of the report require an Equality and Safety Impact Assessments (ESIA) to be carried out?		Identified in Executive report
<b>Data Protection Impact Assessment</b>		
Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out?		Identified in Executive report
<b>Other Background Documents</b>		
<b>Equality Impact Assessment and Other Background documents available for inspection at:</b>		
Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)	
1.	None	

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**BRIEFING PAPER**

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**SUBJECT:** REMOVAL OF EVENING PARKING CHARGES AND SUSPENSION OF OFF STREET SUNDAY PARKING CHARGES

**DATE:** 15 JULY 2021

**RECIPIENT:** OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE

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**THIS IS NOT A DECISION PAPER****SUMMARY:**

The Council has determined to propose the removal of Evening Parking Charges and to temporarily suspend Off Street Sunday Parking Charges. The purpose behind the proposals is to attract additional visitors to Southampton City Centre in the evening and Sunday periods to support local businesses following the Covid-19 pandemic.

**BACKGROUND and BRIEFING DETAILS:**

1. The Council introduced evening charges in its on-street pay and display bays and off-street surface car parks in 2013 via a Cabinet decision. At that time evening charges were already in place in the West Park Road Pay and Display Multi-storey Car Park and the 4 barrier-controlled Multi-Storey Car Parks (Bedford Place, Eastgate Street, Grosvenor Square and Marlands). The underlying purpose behind the introduction of evening charges in 2013 was to manage turnover within parking bays during the evening period, in much the same way that parking bays are managed during the day.
2. The evening charge was originally introduced as a £2 flat rate charge that applied between 18:00 and 20:00 within on-street pay and display bays and between 18:00 and Midnight in the off-street surfaces pay and display car parks. The on-street pay and display bays were subsequently amended to £0.50 per 30 minutes between 18:00 and 20:00. The £2 flat rate was retained between 18:00 and Midnight in the off-street surface pay and display car parks.
3. West Park Road Multi-Storey Car Parks has a daily tariff that operates between 08:00 and Midnight. The tariff was amended in 2019, reducing the maximum charge from £8 to £6 reflecting reduced demand at this facility. The barrier-controlled car parks all charge £1 per hour (up to a maximum of 3 hours) between 18:00 and Midnight.
4. The Council's City Centre off-street parking facilities have had long standing Sunday parking charges. The charging or limited waiting periods in the suburban off street car parks operate between 08:00 and 18:00 Monday to Saturday and are therefore not affected by the proposals outlined in this paper.
5. The Council has determined to propose removing evening parking charges in all on-street pay and display bays between 18:00 and 20:00 and all Council off-street car parks between 18:00 and Midnight. The purpose of the proposal is to encourage visitors to choose Southampton as a destination for evening trips for the purposes of boosting the local evening economy. The measure would be supported by communications such as press releases, clear website information and on-site notices so that the wider public are clearly aware of the changes.
6. The 3 week statutory consultation for the proposal commenced on Friday 4 June 2021 and concluded on Friday 25 June 2021. 60 representations were received. 55

# BRIEFING PAPER

representations were submitted in opposition to the proposal. 1 representation was submitted in support of the proposal. 4 representations were submitted as neutral comments. An appendix to the Cabinet report, published on 9 July, provides details of the representations and the response provided by officers.

7. In proposing the removal of the evening charge, due consideration is given to the following points;
  - The resident population of Bargate Ward (City Centre) increased by 58% between 2001 and the 2011 census, progressing from being the Ward with the lowest population in the City, to the Ward with the highest population. The current estimated population of the Ward is approximately 23,400 (2018 mid-year estimate) and is set to grow to 28,000 by 2024. This growth over the past two decades has been, and will continue to be driven by, high density residential developments, such as the Fruit & Veg Market and Leisure World. Evening charges contributed to the management of overspill parking by City Centre residents who may otherwise decide to park on-street or in Council off-street facilities upon returning home from work. It is not anticipated that the removal of parking charges would prompt an immediate change in resident parking behaviour. However, it is identified that there is a need to balance resident and visitor parking needs following the removal of evening parking charges. It is recommended that this is addressed by committing to propose the reintroduction of evening parking charges in the Council's 5 multi-storey car parks.
  - The current Local Transport Plan (Connected to Southampton 2040), adopted in 2019 sets the strategic policy framework. This includes the supporting Parking Plan (2019) as a supporting document which sought to manage the supply as part of a strategy to support future Park and Ride, the sustainable growth of the City Centre and managing traffic on and within the Inner Ring Road. The LTP along with national policy, such as the National Bus Strategy and Gear Change, provide the framework to be considered for a non-car based recovery from Covid-19. While evening charges may make a small adverse impact in the delivery of these objectives, the Council will continue to facilitate and promote a range of alternative travel modes such as walking, cycling and e-scooters, while working with local public transport operators to provide attractive alternative journey options.
8. The on-street pay and display charges in the City Centre are underpinned by the First Controlled Zone which operates between 08:00 and 20:00. This also denotes the operating period for the single yellow lines within the City Centre. It is noted that current DfT guidance does not recommended the implementation of Controlled Zones across a large area in this way. The Council has therefore used this opportunity to examine each single yellow line location within the City Centre and determine whether they should become 'No Waiting at Any Time' (double yellow lines), 'No Waiting 08:00 to 18:00' or left as 'No Waiting 08:00 to 20:00'. This was proposed as part of the consultation on removing evening charges. 1 representation relating specifically to this proposal was received during the consultation.
9. Following the 2013 introduction of evening charges, some City Centre residents requested alternative parking provision. The Council determined to facilitate this by offering a range of Season Ticket options only available to City Centre residents. The Season Tickets still seek to manage parking via appropriate pricing with the reduced



# BRIEFING PAPER

cost being reflective of the fact that many residents will be working during the day and would not be parking at peak times. The removal of the evening charging period may impact on whether City Centre residents determine to purchase a Season Ticket. Some of the Season Tickets would also no longer have value as they cover the evening period only. Therefore, as part of the proposal, the Council has determined to propose amending the City Centre Season Tickets as follows:

- Annual City Centre Resident On Street Evening and Weekend Season Ticket to be reduced from £400 to £300
- Annual City Centre On Street Season Ticket to be reduced from £1000 to £900
- Annual City Centre Resident Off Street Season Ticket to be reduced from £725 to £650
- Six Month City Centre Resident Off Street Season Ticket to be reduced from £375 to £340
- The addition of a Six Month City Centre Resident Season Ticket to be priced at £475
- The removal of the City Centre Resident On Street Evening Season Ticket option
- The removal of the Annual Off Street Overnight Season Ticket option

No representations relating specifically to these proposals were received during the consultation.

10. Furthermore, it is noted that the change in the effective terms and conditions of the parking environment may prompt residents to request refunds on their existing season tickets. Were this facilitated on a pro-rata basis, the maximum financial impact is projected as £30,000.
11. The Council has also proposed to suspend off-street parking charges on Sundays until 02/01/2022. The purpose of this temporary suspension being to set Southampton apart from other regional retail destinations in the months following the removal of all lockdown measures and the opening up of the economy, so that City Centre businesses benefit from additional visitors on Sundays. This proposal, if approved, would be supported by communications such as press releases, clear website information and on-site notices so that the wider public are clearly aware of this offer.

## **RESOURCE/POLICY/FINANCIAL/LEGAL IMPLICATIONS:**

### **FINANCE**

12. Receipts from car parking are split into Off Street income, which is paid directly to the General Fund, and On Street income, which is ringfenced in line with section 2 of the Highways Act 1984. The proposal to remove evening charges will impact on both streams of revenue, although the estimated cost of the proposal is difficult to accurately assess as a result of the changing circumstances in respect of Covid-19.
13. The estimate of lost income for the delegated decision to suspend off street evening and Sunday charges between 21 June and 31 July is estimated at a maximum of £0.155M.
14. The proposal to scrap evening charges from 1 August onwards is estimated at £0.547M in 2021/22. Of the £0.547M, £0.131M is a loss of On Street income, and £0.416M is loss of Off street income. The full year impact of the proposal for 2022/23 is calculated to be

# BRIEFING PAPER

£0.84m, of which £0.64M is loss of Off Street parking income, £0.2M is loss of On Street parking income.

15. Reintroducing evening charges for Multi Storey Car Parks on 1 June 2023 will increase income by £0.25M from the 2023/24 financial year, on the assumption that car parking income has recovered to pre-pandemic levels.
16. The proposal to suspend Sunday charges for off street parking facilities is also difficult to estimate on the basis it is dependent on post-pandemic recovery assumptions, but lost income to the General Fund arising from the proposal is estimated to be £0.154m between 1 August 2021 and 2 January 2022.
17. There are some incidental costs associated with the proposed changes, including the cost of the Traffic Regulation Order (TRO), and amendments to signage and meters. This is estimated to cost £0.01M and to be met from the On Street Parking reserve.
18. Season ticket refunds are expected to cost a maximum of £0.03M in 2021/22 as a result of changes made. The impact of price reductions as proposed in paragraph 9 would be a maximum exposure of £0.01M across both off and on street revenue, assuming no benefit from take up of the 6 month resident season ticket option.
19. The Council receives rental income from the NCP car park within its property portfolio. There is a risk that the removal of evening charges could impact on level of rental income, however, evening tariffs for Council and West Quay car parks have been more favourable historically and the impact is not expected to be significant.
20. Given the bulk of the impact would be borne by the General Fund, it is proposed that £0.3M from the On Street account is utilised to mitigate the impact on the General Fund each year. This is allowable under subsection 4b of the Highways act 1984.
21. The table below summarises the impact on the On Street reserve:

On-Street Parking Reserve from 01/08/2021	2021/22 £'000	2022/23 £'000	2023/24 £'000
Loss of On-Street Evening charges Income	131	200	200
Contribution to General Fund	300	300	300
Impact of season ticket refunds & price adjustments	15	3	3
Signage and other one off costs	10	0	0
Impact on On Street Account	456	503	503
Current Forecast Closing Balance	2,063	3,265	4,265
Revised Closing Balance	1,607	2,306	2,806

# BRIEFING PAPER

22. The following table summarises the impact on the General Fund:

Off Street General Fund impact	2021/22 £'000	2022/23 £'000	2023/24 £'000
Suspension of Sunday & evening charges from 21 June to 31 July 2021	155	0	0
Off Street (Surface and MSCP) Evening charges:from 1st August 2021	416	640	640
Reintroduce MSCP evening charges 1 April 2023	0	0	(250)
Scrap Sunday charges 1st August 2021 to 2 January 2022	154	0	0
Impact of season ticket refunds and price adjustments	15	10	10
Contribution from On Street Account	(300)	(300)	(300)
Impact on General Fund	440	350	50

23. It should be noted that the budget impacts will be dealt with as part of the administration's budget review process and will be presented to Full Council in July 2021.

## PROPERTY

24. There are no property implications inherent in the proposal.

## LEGAL

25. Southampton City Council is the Local Highway Authority and the Traffic Authority for the City and as such has the power to restrict and regulate traffic under the Road Traffic Regulation Act 1984. The Act includes provision for the variation of off street and on street parking charges under Sections 35C and 46A respectively.
26. The following provision is available within the City of Southampton (Off-Street Parking Places) Order;
- 2.1** The Council may suspend any provision of this Order at its complete discretion.
27. In recommending these proposals regard has been had to s.149 Equalities Act 2010 (the public sector equality duty) and a detailed Equalities Impact Assessment has been carried out to assess the impact of the proposals and any mitigation required which is included within the Cabinet report.
28. Regard has also been had to s.17 Crime & Disorder Act 1998 and it has been determined that the proposals will have no negative impact on crime or disorder in the relevant parking and amenity areas.

## POLICY FRAMEWORK

# BRIEFING PAPER

29. Local Transport Plan (Connected to Southampton 2040) and 2019 Parking Strategy seek to manage parking supply as a means of supporting Park and Ride:
  - The Park and Ride proposal is projected for weekend use only and the users would predominantly be daytime retail visitors.
30. The National Bus Strategy and Gear Change outline national framework for a non-car based recovery from Covid19:
  - Local Authorities can determine appropriate measures to promote post-Covid recovery and this will involve a range of measures including parking, public transport and active travel.

## RISK MANAGEMENT IMPLICATIONS

31. City Centre Residents become dominant users of high demand parking areas preventing evening visitors from being able to access parking which may deter them from making future visits:
  - This would be mitigated by proposing the re-introduction of evening charges in the multi-storey car parks in 2023/24 to provide visitors with an alternative option if high demands parking areas are full.
32. Free parking may result in an increase in traffic during the evening period:
  - The main focus of the proposal is to encourage the level of City Centre visitors as seen during the pre-pandemic period. It is not expected that evening traffic would increase over and above 2019/20 levels by a significant amount. However, there would be scope to monitor this and subsequently consider measures to address any significant traffic as part of any future proposals.
33. Financial viability of some car parks may be affected as well as overall impact to Parking Account:
  - This would be mitigated in part by proposing the re-introduction of evening charges in the multi-storey car parks in 2023/24. Parking Services will also investigate proposals to recover the reduction in revenue.

## Appendices/Supporting Information:

1. None

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**E-mail:** richard.alderson@southampton.gov.uk

## BRIEFING PAPER

**SUBJECT:** BUDGET 2021-22 AND BEYOND - UPDATE  
**DATE:** 15 JULY 2021  
**RECIPIENT:** OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE

### THIS IS NOT A DECISION PAPER

**SUMMARY:**

At the meeting on 19 July 2021 Cabinet will consider a report of the Cabinet Member for Finance and Capital Assets providing an update on the 2021-22 budget and beyond. The Cabinet report and appendices will be published on 9 July 2021.

**BACKGROUND and BRIEFING DETAILS:**

1. The Budget 2021-22 and beyond Cabinet report will be published on 9 July 2021. The report will provide the Committee with details of the proposals to be considered by Cabinet at their meeting on 19 July 2021, and Council on 21 July 2021.
2. The aim will be to ensure that the budget aligns resources, in 2021-22 and onwards, with the stated aims and priorities of the new administration.

**RESOURCE/POLICY/FINANCIAL/LEGAL/RISK MANAGEMENT IMPLICATIONS:**

3. Details will be set out in the Executive decision making report published on 9 July 2021 at the address identified below.

<https://www.southampton.gov.uk/modernGov/ieListDocuments.aspx?CId=126&MIId=6627&Ver=4>

**Appendices/Supporting Information:**

4. Details will be set out in the Executive decision making report published on 9 July 2021.

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**BRIEFING PAPER**


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**SUBJECT:** SOUTHAMPTON'S DESTINATION MANAGEMENT PLAN 2021-2031  
**DATE:** 15 JULY 2021  
**RECIPIENT:** OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE

---

**THIS IS NOT A DECISION PAPER****SUMMARY:**

In Autumn 2020, TEAM Tourism (TT) was commissioned to:

- Deliver a 10-year Destination Management Plan (DMP) for Southampton, with clear objectives and actions to drive and direct the regeneration of the city's visitor economy
- Identify options and set up costs for a context appropriate Destination Management Organisation (DMO) model to support sustainable delivery.

The approach required TT to be cognisant and reflective of:

- Southampton's circumstances, resources and relationships
- Strategic plans including Solent LEP's 2050 Economic Vision, the Council's Economic and Green Growth Strategy 2020-2030, UK City of Culture 2025 bid, the Local Plan etc
- The impact of Covid-19 on the city, sector and supply chain
- Finding realistic and pragmatic solutions whilst being ambitious and stretching.

The process involved consultation with internal and external stakeholders and workshops with a smaller steering group to test approaches, share findings and respond to interim and draft reports.

The draft Destination Management Plan, proposals for implementation and resourcing will be considered in full by Cabinet on 19<sup>th</sup> July 2021.

**BACKGROUND and BRIEFING DETAILS:****Introduction**

1. Over the past 10 years tourism has been one of the fastest growing sectors in the UK – forecast prior to the pandemic to be worth £257bn by 2025. In 2019, tourism generated an estimated £422m of direct expenditure to Southampton's economy, supporting 7,720 FTEs including direct and indirect jobs.
2. Regionally other destinations have invested in the sector and Solent LEP's 2050 vision identifies the cultural and visitor economy as one of its six priority areas. This dovetails with the Council's new Economic and Green Growth Strategy 2020-2030, international city agenda and the UK City of Culture 2025 bid as drivers to develop the visitor economy.
3. Southampton has never had a DMP, nor a DMO. The former is a business plan for building and managing the visitor economy in a destination; it is shared with stakeholders and used as a guide to manage and invest in the destination. The latter is how the destination is managed and developed by the partnership.



# BRIEFING PAPER

4. Since 2018 the Council has;
  - As lead partner secured funding from Visit England's Discover England Fund (DEF) to deliver the 'Leisure excursions in Southern England for Cruise and Conference' project. It resulted in new itineraries and resources for Southampton, Hampshire and Plymouth.
  - In 2019, the Council partnered with GO! Southampton to develop the new VisitSouthampton website, with a three-year funding partnership agreement.
  - Tourism was added into the responsibilities of the Head of Culture as part of the 2019 leadership resourcing review in recognition of the need to further the Council's leadership in this strategic area. With the development and delivery of this plan being a key next step in this critical area.

5. In 2020 the work to develop a Destination Management Plan and options on how to deliver was commissioned by the Head of Culture and Tourism, involving partners in brief development and the tendering process. The aim of this process is to support the ambition to enhance our visitor economy and align with our ambitions to be the UK City of Culture in 2025.

## **Destination Management Plan**

6. TEAM Tourism have produced a draft DMP including proposals for delivery which will be reviewed as part of the full report going to Cabinet on 19 July. The strategic aims are to:
  - Recognise the economic and social value of tourism, and develop this sector sustainably
  - Enhance Southampton's reputation and image as a thriving city and destination.
7. The DMP also outlines the market, products, challenges and opportunities, with a strategy that focuses on a prioritised and incremental action plan for the City in the years 2021-2030:
  - Phase 1: Recovery and Foundations (2021-2024)
  - Phase 2: Development and Stability (2024-2027)
  - Phase 3: Sustainable Regeneration (2027-2030)

## **The Destination Management Organisation - options**

8. Delivery of the plan inevitably requires infrastructure and resources. The commission reviewed existing arrangements and undertook a gap analysis to devise possible options reflecting the infrastructure, financial and Covid-recovery challenges and opportunities in the city.
9. An assessment of the advantages, disadvantages, governance, staff and resource implications of five possible DMO options, identified below, is included in the full report that will be considered by Cabinet on 19 July 2021. The recommendation to Cabinet is to implement a 'Virtual Destination Management organisation' in the first instance.
  - Standalone Independent DMO
  - Management with existing 3<sup>rd</sup> Party DMO
  - SCC Direct Delivery
  - The 'Virtual DMO'
  - Local Host Organisation

# BRIEFING PAPER

## RESOURCE/POLICY/FINANCIAL/LEGAL IMPLICATIONS:

10. The Council has taken a lead in commissioning the work with partners to develop a Destination Management Plan and the Council will continue to be crucial in destination management however it is led and managed, given the responsibilities and interdependencies around how the city is regenerated, looks, feels and is activated and animated for visitors and residents.
11. The delivery of the DMP will benefit from existing schemes and pipeline projects already in train across the Council including transport, place shaping, parks and heritage assets and will dovetail with work being undertaken to deliver our economic recovery, local plan, environmental and carbon neutral ambitions as well as leisure, cultural activities and city wide communications.
12. There is also the significant opportunity to align existing resources to develop shared campaigns and align skills development and training opportunities with activities undertaken by others e.g. GO! Southampton's Welcome Host training.
13. Resource options for the delivery of the destination management plan are included in the full report that will go to Cabinet on 19 July for consideration and determination, with a recommendation that the Council resources the support for a Virtual Destination Management Organisation through resource already allocation to the Tourism agenda within the Cultural Services and Tourism division, and new additional resource in the form of an additional post and a small amount of annual revenue 'seed funding'.
14. This will enable the partnership to be set up, and for a delivery, engagement and marketing plan to be delivered, whilst focussing on the medium and longer term aim of bringing in further investment into the partnership.

## RISK MANAGEMENT IMPLICATIONS

15. Risks	Mitigation
Limited stakeholder buy-in and/or goodwill is withdrawn at various points along the journey	Shared purpose and ambition Good governance Relationship management Communication Partnership work & investment
Key partners no longer part of the city ecology	Provide Business support/advice if required Identify different delivery partners
Insufficient resource to deliver plan impacts on the regeneration of the visitor economy	Partnership commitment and resource to support delivery
Insufficient resource impacts on preparedness for UK City of Culture	As above

## Appendices/Supporting Information:

1. Draft Southampton Destination Management Plan 2021-2031

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SOUTHAMPTON'S  
DESTINATION MANAGEMENT PLAN  
2021-2031

Please note: the imagery and design of this document will be developed by the Destination Partnership.

## Contents page

Executive Summary.....	3
1. Introduction .....	6
2. The Current Situation.....	7
2.1 The Impacts and Benefits of Tourism .....	7
2.2 Visitor Offer and Product Themes .....	8
2.3 Markets .....	9
3. Strengths, Opportunities and Challenges for Tourism.....	10
3.1 Our Strengths.....	10
3.2 Our Challenges.....	10
3.3 Opportunities.....	11
3.4 Covid-19 Impact .....	12
4. The Strategy .....	12
4.1 Vision.....	12
4.2 Aims and Objectives.....	12
4.3 Strategic Drivers.....	13
5. Objective 1: Developing a Distinctive Destination.....	14
5.1 Rationale and Approach.....	14
5.2 Action Areas .....	16
6. Objective 2: Transforming Awareness and Perceptions .....	17
6.1 Rationale and Approach.....	17
6.2 Action Areas .....	18
7. Objective 3: Creating a Visitor-Focused City.....	19
7.1 Rationale and Approach.....	19
7.2 Action Areas .....	20
8. Objective 4: Working in Partnership.....	21
8.1 Rationale and Approach.....	21
8.2 Action Areas .....	22

# Southampton's Destination Management Plan 2021-2031

## Executive Summary

**Our 10-year vision is to develop tourism in Southampton to deliver exceptional experiences and transform people's perceptions of our culturally diverse and vibrant city. Southampton will be known as a welcoming cultural destination, captivating cruise visitors, growing conferences and drawing on our stories to create memorable experiences for visitors and communities.**

Our strategic aims are to:

- Recognise the economic and social value of tourism, and develop this sector sustainably
- Enhance Southampton's reputation and image as a thriving city and destination

Our strategy has been developed during the Covid-19 pandemic, Brexit and the climate emergency. It looks to a future where Southampton can prosper in a sustainable, responsible manner, building on its strong asset base and current momentum. There is also a strong sense of invigorated collaboration and our UK City of Culture bid is creating a mood of optimism and confidence that this strategy will build on for the long term.

Prior to Covid-19, the city was performing well, though without strategy, coordination or adequate resourcing. Strong accommodation occupancies, healthy footfall in its retail heart, good attendances at cultural and sporting events and a regular supply of cruise passengers, staying in the city before or after their cruise or visiting for the day. There were concerns that not enough cruise passengers were choosing to experience Southampton, visitation to its daytime attractions could be higher and the city welcome significantly improved.

Overall, visitors have been coming to the city to shop, go to a show or concert, depart on a cruise ship or attend a meeting rather than to visit as a desirable destination. Southampton should be better known for its important heritage, its cultural activities and its city atmosphere. Whilst the neighbouring destinations are a key part of our attraction, Southampton is more than a base for visiting the New Forest or the Isle of Wight or embarking on a cruise.

Our key visitor products are:

- Discovery and Enrichment – our museums and galleries, medieval heritage and historic parks, our events programme
- Performance – for sport, theatre, concerts and events
- Social Fun – food, drink, nightlife and shopping
- Business – a national/international centre for marine events and academic/research specialisms
- Cruise – Europe and the UK's pre-eminent cruise port

These products already attract large numbers of people who stay in our hotels and apartments, visit our theatres, galleries, museums and shops and leave and depart from our city. We will find ways of encouraging them to stay longer, enjoy more of what we have to offer and return, sharing their experiences of visiting Southampton. As well as developing our existing markets, we will increase our appeal to city breakers and culture hungry visitors.



We have lots to offer, with recent investment in key attractions and facilities, a strong retail centre, great theatre, our universities, our parks and open spaces and a varied events programme.

However, we also have work to do:

- Our city gateways are underwhelming. We need to improve how visitors navigate the city and add to the critical mass of attractions, events and facilities for tourists and residents.
- We need to animate and enliven our heritage, reveal our stories for local people and visitors alike.
- We need to come together with one voice that can speak for tourism, harnessing the ability, resources and interests of the whole city.
- Using this one voice we will present a clear, coherent and consistent image to the rest of the country and the world.
- We need to 'raise our game' in attracting major conferences and events, working together and adding facilities where necessary.
- We will need to recover and respond to the significant impact of the pandemic on our visitor economy, supply chain and wider city.
- Above all, we need to 'think tourism' and place visitors at the heart of key decisions for major projects, including the proposed Mayflower Quarter.

Our strategy will be delivered in three distinct phases to ensure that we build a sustainable, credible and collaborative destination:

- Phase 1: Recovery and Foundations (2021-2024)  
The plan will focus on recovering from the Covid-19 pandemic, developing capacity and the Destination Management Organisation (DMO) structure/partnership, bidding for UK City of Culture and delivering quick-win projects
- Phase 2: Development and Stability (2024-2027)  
We will consolidate our partnerships, deliver UK City of Culture and its legacy, and enhance our delivery and activities
- Phase 3: Sustainable Regeneration (2027-2030)  
Towards the plan's end we will focus on building on the UK City of Culture legacy and developing new products and markets, with an agreed and sustainable delivery model

The strategy will deliver the vision by focussing on four main objectives:

1. Developing a distinctive destination  
Creating/enhancing visitor facing products: heritage, culture and conference facilities/events-  
increasing our appeal for discretionary visitors

2. Transforming the awareness and perceptions of our city  
Dramatically improving the brand, and marketing the city by working together with a consistent, joined-up approach and clear message
3. Creating a visitor-focussed city  
Putting tourism at the heart of our approach, improving the wider city offer and enhancing visitor welcome through physical improvements and investing in our people
4. Working in partnership more effectively  
Creating a strong voice for tourism and an effective delivery mechanism through working together. Making the most of our existing strengths and plugging the current gaps

## 1. Introduction

This Destination Management Plan (DMP) provides a galvanising opportunity to build a better and more productive tourism sector for Southampton. This plan has been developed during a global pandemic, the EU/Brexit transition and the climate emergency. This has resulted in a period of considerable uncertainty with significant social, economic and environmental challenges for all partners and stakeholders. It sits therefore, within the context of emerging economic, environmental and cultural responses and strategies and international ambitions.

The Covid-19 pandemic has hugely impacted the hospitality, tourism, cruise and cultural sector. While the nature and scale of recovery of tourism remains uncertain and we will need to be flexible, this plan represents an exciting opportunity for Southampton to build and grow its visitor economy. Pre-Covid-19, our approach is likely to have been different in terms of structural arrangements, and the resources that we might have been able to draw upon larger. The unfortunate reality is that each destination across the country is having to review the sustainability of current approaches; Southampton is seizing the opportunity to shape its response to deliver sustainable regeneration and change.

For tourism to recover and develop in this city, we will need to demonstrate strong collective leadership, mobilising around a shared vision and a realistic but stretching action plan, so that we can bring about the change and benefits we need and want for Southampton.

This requires us to be multi-faceted in our approach – that is to invest in and build upon the good work that is being delivered, find ways to address the gaps, and more effectively pool resources as we develop the tourism sector and realise our ambitions for Southampton.

As a city we face long-standing challenges that need to be tackled collectively. Southampton’s visitor offer is not well understood. It has some great strengths, but we do not present a clear or coherent narrative to visitors. We have no flagship attractors, though we have some high-quality offerings and others that have yet to reach their potential. Our audiences are not necessarily visiting because it is Southampton, but because what they want or need to do is here e.g. a cruise, shopping or a meeting. Visitors from outside our region know little about our assets or experiences, and international visitors have no grasp of the richness of our heritage and our stories and the disconnect with our waterfront is a disappointment.

But we have huge opportunities on which to build: our bid to become UK City of Culture (UKCoC) in 2025; our important cultural (including heritage) mix; our public and green spaces; our pre-eminence as a cruise centre and our academic and sector specialisms. On our doorstep we have very popular destinations such as the New Forest, Isle of Wight, Bournemouth, Portsmouth and Winchester, which draw many visitors to the region.

**Our 10-year vision is to develop tourism in Southampton to deliver exceptional experiences and transform people’s perceptions of our culturally diverse and vibrant city. Southampton will be known as a welcoming cultural destination, captivating cruise visitors, growing conferences and drawing on our stories to create memorable experiences for visitors and communities.**

The strategy will deliver this vision by focussing on four main priorities:

- Developing a distinctive destination;
- Transforming the awareness and perceptions of our city;
- Creating a visitor focussed city;
- Working in partnership more effectively.

## 2. The Current Situation

### 2.1 The Impacts and Benefits of Tourism

Our visitors come in many guises. They could be a cruise passenger staying overnight before embarking; someone coming because they have work, business or a meeting in Southampton; an international academic coming for a conference; a football fan going to the Saints; a family visiting a museum or gallery or park; someone visiting for a shopping trip or for a night out with friends, or parents visiting their student children.

These visitors impact on our city in many ways but, by the same token, our city can impact on our visitors – from our image, ease of booking, transport links, parking, shopping, attractions, theatres and events, bars, hotels, street cleanliness and welcome. Visitors take these experiences away with them and share them with others - the positive, and the negative.

Tourism brings significant benefits to our city. In 2019, tourism generated an estimated £422 million of direct expenditure to our economy. This supported a total of 7,720 Full time Job Equivalents (FTEs) including indirect and induced jobs.

The Economic Impact of Tourism to Southampton – 2019				
	Trips ('000)	Nights ('000)	Spend (£'000)	% overnight trips
<b>Overnight Visits – by purpose</b>				
Holiday	238	699	42,845	42.3%
Business	163	526	53,084	29.0%
Visits to friends/relatives	121	565	23,738	21.5%
Other	37	132	3,063	6.6%
Study	4	84	5,726	0.7%
<b>Overnight Visits – by Origin</b>				
UK	455	1,236	74,501	80.8%
Overseas	108	769	53,955	19.2%
<b>Overnight visit – total</b>	<b>563</b>	<b>2,005</b>	<b>128,456</b>	
<b>Day Visits</b>	<b>7,710</b>		<b>293,630</b>	
<b>Total Visits</b>	<b>8,273</b>		<b>422,086</b>	

Source: The Economic Impact of Tourism in Southampton 2019 – Tourism South East (2020)

This expenditure spreads far and wide into our local economy; from direct spend on retail, entertainment and hospitality, through the supply chain and - via the people employed in the tourism sector - into numerous other areas. Because visitors bring new money into the city, the overall size of the local economy benefits and grows.

Tourism can also:

- Support a range of jobs with a range of skills and entry requirements
- Enhance our image and profile – not just as a place to visit but also as a place to move to, invest in, or study
- Develop a sense of place and pride among our communities and residents

- Support a wide range of facilities that enhance the quality of life for our residents. This can include supporting shops, restaurants, galleries, theatres, attractions, walks and trails, events and festivals

## 2.2 Visitor Offer and Product Themes

There are 22 city centre hotels with approximately 2,300 rooms. These range from budget hotels to 4\* and 5\* brands. In addition, there are a further 16 hotels in the surrounding M27 Corridor, which have a total of approximately 1,600 letting bedrooms. This hotel supply comprises a mix of budget and 3\* and 4\* hotels. Additionally, planning permission has been given for two new 150 room hotels and 80 serviced hotel apartments as part of the Leisure World development. There is an opportunity to look at the quality of the provision and how the mix and type can better meet market needs. Similarly, with the impact of the pandemic, hoteliers may need to look at alternative markets and approaches, particularly given reliance on cruise and business markets.

The following table outlines a series of the primary potential experiences for Southampton and its offer in each of these.

Experiences	Our Product
<b>Cruise</b> - comprises outbound visitors (staying in Southampton pre/post cruise) and transit call passenger excursions	<ul style="list-style-type: none"> <li>• Strong outbound (overnight) demand, particularly in some hotels</li> <li>• The draw for excursions (inbound visits) links to other themes – particularly ‘discovery’ (see below)</li> </ul>
<b>Surrounding destinations and product</b>	<ul style="list-style-type: none"> <li>• Paulton’s Park, Isle of Wight (and associated events – Festival, Cowes Week), Winchester, New Forest and Portsmouth</li> </ul>
<b>Performance</b> - includes visiting Southampton for theatre, concert, show, or a watching a sporting event	<ul style="list-style-type: none"> <li>• Mayflower Theatre, MAST Studios</li> <li>• O2 Guildhall, Turner Sims and concerts at St Mary’s Stadium</li> <li>• Events – e.g. Let’s Rock Southampton, Mela</li> <li>• Match days at SAFC and internationals at the Ageas Bowl (Eastleigh)</li> </ul>
<b>Social fun</b> - fun trip with a group of friends	<ul style="list-style-type: none"> <li>• Food, drink and nightlife</li> <li>• Retail</li> </ul>
<b>Discovery and enrichment</b> - sub-themes include heritage and cultural attractions, stories, tours and trails	<ul style="list-style-type: none"> <li>• Attractions including for example: SeaCity Museum, Southampton City Art Gallery, Tudor House Museum and Gardens, John Hansard Gallery, Solent Showcase Gallery, Steamship Shieldhall and Solent Sky Museum</li> <li>• Medieval/Middle Ages Heritage/ Town Walls</li> <li>• See Southampton guides, Southampton Tourist Guides Association and Trails (e.g. Walk the Walls, Titanic Trail, Jane Austen Trail)</li> <li>• Events – e.g. Southampton Mela, Southampton Pride, Southampton Film Week</li> </ul>

<b>Business</b> - including conferences and exhibitions	<ul style="list-style-type: none"> <li>• Key events include Southampton International Boat Show, Sea Work, Marine Autonomy and Technology Showcase and Ocean Business</li> <li>• Venues include the National Oceanography Centre (NOC), Grand Harbour Hotel, SAFC and Solent Conference Centre</li> </ul>
<b>Occasion / celebration</b> - an event specific to a visitor/family – e.g. graduation, weddings	<ul style="list-style-type: none"> <li>• Large (~50,000) student population driving VFR, graduations</li> <li>• Weddings (albeit primarily driven by the local population)</li> </ul>
<b>Family fun</b> - time out with the kids	<ul style="list-style-type: none"> <li>• Attractions (as above) e.g. SeaCity Museum, Solent Sky Museum, Steamship Shieldhall</li> <li>• Surrounding area – especially Peppa Pig World at Paulton’s Park</li> </ul>
<b>Romance/Luxury/Pampering</b> Time with partner (or a close friend) but with a focus on treating yourself	<ul style="list-style-type: none"> <li>• Southampton Harbour Hotel and Spa, Leonardo Royal Southampton Grand Harbour, Pig in the Wall</li> <li>• Shopping (see above)</li> <li>• Restaurants (see above)</li> </ul>
<b>Active</b> - outdoor and fitness related activities	<ul style="list-style-type: none"> <li>• Events – ABP Southampton Marathon (~10k attendance), Let’s Ride, Southampton Sporterium</li> <li>• Alpine Snowsports, Southampton Water Activities Centre</li> </ul>

## 2.3 Markets

In terms of our overnight markets, these include key midweek markets:

- Cruise passengers - between April and October and particularly for 4/5\* hotels
- Corporate business travellers – year-round (especially 3\* hotels)

Other midweek markets for our hotels include residential, delegates (for Southampton Boat Show and Ocean Business, Seawork and CLIA conferences), University Graduations, contractors, cruise ship crews, and group tours and midweek breaks (for Peppa Pig World, Isle of Wight and New Forest).

Our main weekend markets are:

- Cruise passengers – these typically account for at least half of weekend occupancy
- Weekend breakers – key drivers are Peppa Pig World, the Isle of Wight and New Forest

Other minor weekend markets are football, stag/hen, group tours, weddings/family markets, VFR, and cruise ship crews.

For day trips, retail is a key driver, and theatre and concerts are also a strong pull from our regional catchment area.

### 3. Strengths, Opportunities and Challenges for Tourism

We have strengths, some challenges but also exciting opportunities for developing tourism.

#### 3.1 Our Strengths

- **A strong performing destination** – it is estimated that tourism in Southampton generates £422m of spend and supports 7,700 jobs and our hotel occupancies and rates are good.
- **Southampton is the UK's No. 1 Cruise city and Europe's largest cruise port** – this brings profile, prestige, and business. The pre- and post-cruise trip stays are very important to our hotel sector (though it may be a potential vulnerability). However, our excursions market is less well developed.
- **Performance, sporting (and business) venues** – there are strong 'performance' venues like the Mayflower Theatre and SAFC that generate some overnight trade.
- **Recent investment** – our tourism offer has seen recent investment – e.g. the Cultural Quarter, Mayflower Theatre and new hotels (the Moxy and Harbour Hotel) – and there is significant developer interest in new hotel developments.
- **Universities** – our two Universities are important in tourism terms. They drive VFR trips (graduations etc) but also (and importantly) conferences through their research specialisms. They are also key conference venues and can help to create a sense of dynamism and innovation in the city through their research and national and international profile
- **Committed organisations** – there are a number of key players proactive in the tourism sector – e.g. GO! Southampton, Destination Southampton, the Hoteliers Association, Business South, and See Southampton, Southampton Tourist Guides Association and teams of volunteers supporting attractions and welcoming visitors. Others are keen to be involved (e.g. the Chambers of Commerce). Hampshire County Council/Visit Hampshire, Southampton City Council and Solent LEP are all committed to the sector and will need to be appropriately deployed, if required.
- **Strong surrounding destinations** – e.g. the Isle of Wight, New Forest, Paulton's Park that generate trips to Southampton.
- Established **MICE (meetings, incentives, conferencing, exhibitions) and leisure events** like the Boat Show, Sea Work, and Ocean Business.

#### 3.2 Our Challenges

- **A lack of Unique Selling Points (USPs)** – we do not have a distinctive product, profile or icon in tourism terms.
- **Critical mass** - there is limited critical mass to our offer, and we are perceived by the market to be a less compelling destination to visit than our potential competitors.
- **A lack of discretionary markets** - generally people are choosing not to visit Southampton because it is Southampton but because there is something else here – a show, a cruise, a meeting.
- **City Gateways** - the quality of the arrival experience (via train, coach, port terminals, road) needs to be significantly improved, including building a sense of excitement and anticipation about what visitors might see, do and enjoy in the city. This will also help to build local pride in the city as residents see positive imagery and activities about their city.



- **Urban realm** - our urban realm is a challenge with a lack of sense of place, and poor connectivity between different areas of visitor interest. The lack of an accessible waterfront is a major weakness.
- **Legibility and access** - the city is not easy to navigate for visitors and accessing it is seen as a particular challenge for cruise visitors. It can also be a challenging city to navigate for people with mobility requirements including those with wheelchairs, push chairs and suitcases. Equally there are opportunities to ensure that the city's diverse stories and communities are represented in our products and the welcome to visitors from across the UK and the world.
- **Partnership voice** - while the number of committed organisations is a strength, it is also a challenge. Various organisations are delivering parts of a tourism agenda currently, but there is no single organisation owning and leading tourism.

### 3.3 Opportunities

- **UK City of Culture (UKCoC)** – whether we win or not, the UKCoC bid is an opportunity to galvanise our offer, partnerships and transform our profile utilising our partnerships, assets and people including our civic leaders such as the Mayor.
- **Cruise** - the cruise market is an opportunity – both lengthening the stay pre or post, and growing the excursions market, supported by a 5<sup>th</sup> major cruise terminal opening in summer 2021.
- **Heritage Assets** – we have some strong heritage assets – e.g. our walls and vaults, maritime and aviation heritage - and unique stories including around transmigration and as a city of sanctuary and gateway to the world. From a visitor perspective, there are opportunities to utilise these more, and also to develop resonant products to culturally diverse audiences.
- **Economic growth** - the growth of the city in economic and population terms will create opportunities for day visits and business visits. Our sector specialisms and research will create opportunities for business tourism and conferences that could be developed.
- **Marine** - as a maritime centre and the base for the UK's largest marine event, the potential exists for further leisure and business events and to be seen as a national centre for water-based activities.
- **Mayflower Quarter and infrastructure** - the Mayflower Quarter proposals aim to transform our urban realm and connect it more strongly to the waterfront. There will be tourism opportunities particularly in relation to Mayflower Park, as well as creating a more accessible and navigable city. This will be supported by work to transform key city routes and the Central Station which will begin in earnest in 2021 and be completed in 2023.
- **New hotel development and investment** - recent announcements around Leisure World and the Bargate development bring with them the prospect of two new 150-bedroom hotels, 80 serviced hotel apartments as well as new restaurants, cinema, casino and retail and green spaces creating over 1000 new jobs. These will bring opportunities to increase capacity and potentially the generation of their own markets.
- **Green Spaces** - utilising our parks as spaces and potential event venues subject to environmental and neighbourhood sustainability, supported by ambitions to secure Green Flag awards as a benchmark for good management and public access.
- **Inclusion and access** – there are opportunities to develop new products that draw on the city's own culturally diverse populations and have appeal for national and international audiences. Considerations also around being a child-friendly and dementia-friendly city would also add to Southampton's appeal as a welcoming, thoughtful destination.

### 3.4 Covid-19 Impact

The Covid-19 pandemic has hugely impacted the hospitality, tourism, cruise and cultural sector in the immediate term, and the long-term implications remain uncertain. With over 80% of tourism businesses closed compared to just 24% of all businesses; 75% of employees furloughed compared to 27% of all employees and revenue down by 73% for accommodation in 2020, tourism will open later and operate under restricted capacity for months to come. Combined revenue (inbound and outbound) decreased by £79.7bn (equivalent to a potential loss of over 1.2m FTE jobs)<sup>1</sup>.

It is estimated by VisitEngland that there was a 48% drop in domestic tourism in 2020, and that international visits are unlikely to return to pre-pandemic levels before 2023. Whereas Oxford Economics believes that domestic tourism will return to 2019 levels by 2022, and inbound overseas level will not return to 2019 levels until 2024.<sup>2</sup>

Meanwhile in March 2021, DCMS launched a review to assess how Destination Management Organisations (DMOs) are funded, structured and perform their roles, in order to establish whether there is a more efficient and effective model for supporting English tourism at the regional level.

Whilst the rollout of the vaccine programme is positive news, and government support has been made available through local authorities, the wider visitor economy will continue to need local, regional and national support as it seeks to reassure visitors, rebuild markets and continue to adapt and develop sustainable business models.

## 4. The Strategy

### 4.1 Vision

Our 10-year vision is to develop tourism in Southampton to deliver exceptional experiences and transform people's perceptions of our culturally diverse and vibrant city. Southampton will be known as a welcoming cultural destination, captivating our cruise visitors, growing conferences and drawing on our stories to create memorable experiences for visitors and communities.

### 4.2 Aims and Objectives

Our strategic aims are to:

- Recognise the economic and social value of tourism, and develop this sector sustainably
- Enhance Southampton's reputation and image as a thriving city and destination

This will be achieved through the delivery of four objectives:

1. Developing a distinctive destination – stronger visitor-facing products
2. Transforming the awareness and perceptions of our city – the brand and marketing the city
3. Creating a visitor-focussed city – the wider city offer and visitor welcome
4. Working in partnership more effectively – a strong voice for tourism and an effective delivery mechanism

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<sup>1</sup> Tourism Alliance presentation February 2021

<sup>2</sup> <https://resources.oxfordeconomics.com/hubfs/Global-Travel-Service-July-2020.pdf>

### 4.3 Strategic Drivers

A number of strategic drivers underpin our aims and objectives:

- **Partnership and the wider agenda** – tourism in Southampton does not exist in isolation. To be successful and contribute to the wider economy and as a cultural destination, the delivery of this plan will need to be undertaken in partnership with a range of public and private sector organisations and utilising our partnerships, assets and people including our civic leaders, such as the Mayor, to promote the destination. Both tourism and non-tourism bodies within Southampton as well as our partners in the wider Hampshire/Solent sub-region, reaching out nationally and internationally.
- **Incremental development** – the DMP will be delivered and developed in three broad phases that reflect the reality of the challenges we face:
  - Phase 1: Recovery and Foundations (2021-2024)  
The plan will focus on recovering from the Covid-19 pandemic, developing capacity and the DMO structure/partnership, bidding for UK City of Culture, delivering quick-win projects
  - Phase 2: Development and Stability (2024-2027)  
We will consolidate our partnerships, deliver UK City of Culture and its legacy, and enhance our delivery and activities
  - Phase 3: Sustainable Regeneration (2027-2030)  
Towards the plan’s end we will focus on building on the UK City of Culture legacy and developing new products and markets, with an agreed and sustainable delivery model

The plan will be reviewed through these phases and revised where necessary.

- **A long-term process** – we recognise that developing Southampton as a visitor destination and brand is a long-term process that will require on-going investment and commitment. If this was easy, we would be further along that journey - but we have a good foundation upon which to build.
- **Our strategic proposition** - in the longer term, our core focus will be about building on enhancing our cultural offer and strategy, City of Culture legacy and using it as a differentiator for the city within the wider Hampshire/Solent offer. Drawing on the notion of Southampton’s Stories - the past and the contemporary, the diverse and inclusive we recognise Southampton’s product needs further development and this will take time.

In the short term (the Recovery and Foundations phase), our activity will focus on using and enhancing a wider set of themes that the city already has strengths in – our theatre and performance culture, nightlife, retail, the surrounding area and its heritage and attractions, which will need ongoing investment and improvements plans.

- **Theme mix** - the focus will be on developing four motivational themes and markets over time. These are summarised in the following table below:

Experience theme	Description
Discovery and Enrichment	Developing our cultural (and heritage) and parks offers over time. Our market focus will initially be on day visits but as the product develops the market focus will broaden.
Conferences	Focusing on multi-day conferences that are attracting national (and international) delegates.
Cruise	A two-fold approach. Firstly, to increase the length of stay of embarking/disembarking passengers and, secondly, encouraging more transit passengers to visit for the day (through the Discovery theme).
City breaks	Using our theatre and performance, retail and nightlife offers to attract regional overnight trips – primarily couples or groups of friends.

- Green and sustainable regeneration** – the greening of our tourism sector, in line with our wider city commitments is vital. Elements of this will include prioritising value over volume (through encouraging a greater length of stay and spend) and encouraging efficient use of energy among businesses and visitors, understanding tourism’s impact on the environment, and encouraging visitors to think and learn about this as part of the customer journey.

## 5. Objective 1: Developing a Distinctive Destination

The following sections outline our proposed approach within each objective. For each objective we outline the rationale for why this is important and the longer-term aspirations and needs. We also outline some of the action areas that will be taken forward in phase 1 of the plan (Recovery and Foundations). A detailed Action Plan has been developed and will be agreed and prioritised by the Destination Partnership as part of the annual business planning cycle.

### 5.1 Rationale and Approach

As a visitor destination we have been performing relatively well – our hotel occupancies and rates are good. However, this is largely driven by less discretionary markets (cruise, corporate travellers, small meetings) and, at present, we lack a distinctive offer that will attract discretionary visitors – i.e. people choosing to visit Southampton as a destination. We have some significant and potentially exciting assets and a priority for the next 10 years is to increase the appeal of the city by developing and strengthening our product.

#### Culture and Events

Culture will be a core element of our offer. It differentiates us from our surrounding destinations (like the New Forest, Winchester, Portsmouth) but also complements them when marketed in a wider regional offer.

Bidding, securing and delivering UKCoC is of key importance but the momentum we create before and after that is just as important. While UKCoC is about more than the visitor economy, developing our bid should help to catalyse tourism and the visitor offer. Ideally the cultural and creative sector and UKCoC needs to create visitor facing product – e.g. events, exhibitions but also ‘on street culture’ like murals, public art and street events (using our heritage assets in creative ways).

In the future, we need to develop more high-profile events that have a wider appeal than our current portfolio. Some of these could spin out of UKCoC and should link to some of our city themes (examples could include wine, Ocean/maritime, Titanic etc). Our parks provide a potential asset to host events, although there are considerations in terms of the environmental and neighbourhood challenges this can create. We also consider a major visitor attraction (ideally within the revitalised Mayflower Quarter) would help to raise profile and add depth to our offer but recognise that the feasibility of this would need careful thought.

Our attractions have done well in digitally engaging with audiences during the pandemic. To develop tourism, we need to make more of facilities like SeaCity Museum, City Art Gallery, John Hansard Gallery and Solent Showcase in the Cultural Quarter through longer opening hours, temporary exhibitions, smarter (and wider) marketing and place animation in this area. Our theatre and live music are real strengths but need stronger packaging and visitor-facing promotion, and these are augmented by the newly re-opened God's House Tower as a new heritage and arts centre in 2019.

If deemed appropriate and viable, in the context of the Mayflower Quarter proposals, a purpose-built multi-purpose venue could provide an opportunity to bring in major events/concerts (our capacity is currently limited) and support the development of our cultural theme.

### **Heritage**

We have significant potential in our heritage assets (our Walls, vaults and other buildings) and strong themes (our Medieval and Maritime Heritage, Titanic, Mayflower, wartime Southampton, transmigration, gateway to the world) that are under appreciated and utilised. The dispersed nature of some of our assets and their limited size makes them difficult for visitors to experience and appreciate. Past interpretation schemes have tried to address this but these have not been well maintained or updated to reflect the developing digital opportunities. There are also opportunities to re-interpret and tell the stories of our diverse communities associated with Southampton's history and heritage, and to reach wider and new audiences.

To make more of our heritage we need to invest in its physical fabric, create itineraries and experiences around strong heritage themes particularly for cruise passengers, group organisers and special interest visitors. We need to investigate the potential for digital interpretation (e.g. augmented or virtual reality), reviewing signing/interpretation boards of our historic monuments and sites to ensure they are up-to-date and integrated across the city. The Bargate offers a potential hub or orientation point for tours and itineraries, interpretation and visitor information combined with other visitor facing elements e.g. events (see above). We could use our heritage assets as a backdrop (e.g. to host street plays, pop-ups) or develop uses to specifically showcase them (e.g. an expanded and developed Heritage Open Days programme).

Our guides and volunteers, and attractions like Solent Sky Museum and SS Shieldhall are an invaluable asset for the city. We need to continue to support and promote them. We also need to consider ways to sustain them – possibly through a city-wide recruitment CPD/training programme, and recognition events linked to other initiatives, including those being developed by UKCoC.

### **Conferences and Exhibitions**

We host some major conferences and exhibitions linked to our academic institutions and specialist position in the Marine and Maritime sector. Smaller residential and day conferences are an important source of business for our hotels and venues. Covid-19 has been disastrous for this

sector, but evidence suggests that the post-Covid world will see a resurgence in people seeking to meet in person and carry out business face to face – though there will undoubtedly be an increase in hybrid events that provide virtual attendance opportunities.

However, our conference venue offer has limited capacity – we have a few venues in the city centre and beyond (like Ageas Bowl) that are capable of hosting 500-600 people but some of these (like Southampton Football Club) have limited availability. Larger events in the city typically require bespoke arrangements which may be a barrier for some organisers. Additional venues and increased delegate capacity (with associated exhibition space) would strengthen our offer and provide an opportunity for the city to bid for larger conferences. New hotel developments might increase the number of venues but will not diversify the offer. A purpose-built centre (either dedicated or a good multi-purpose venue – see above) would enhance the offer but there would be a question over feasibility (given competition from Bournemouth and Brighton, and post-Covid uncertainties). Alternatives could exist through further development of the National Oceanography Centre or specific purpose-built facilities associated with existing operations of the Universities or Football Club.

The Southampton International Boat Show in September is a critical event for us – in terms of profile and the business it brings. It attracts 100,000 visitors each year – both day and staying. The organisers, British Marine who are based in the city, have exciting plans to both broaden and deepen its appeal. These plans need to be developed in conjunction with the development and delivery of the Mayflower Quarter proposals.

### **Cruise**

The cruise excursions (day trip) market is not well developed in Southampton and tends to feature destinations further afield, such as Stonehenge, Winchester and London. The product opportunities outlined above, in association with other initiatives (see below) will positively impact on influencing this market to spend more time in the city itself. There may be opportunities to develop relationships with the cruise operators to create a Southampton shore-based offer.

## **5.2 Action Areas**

The following table summarises key areas for action in the recovery period and into the development and stability period:

<b>Action Area</b>	<b>Description</b>
<b>UK City of Culture</b>	Developing the narrative and themes for City of Culture, working up the bid and programme ideas. From a tourism perspective it is key that the programme is as visitor facing in its appeal as possible but also that the tourism sector is in a position to support the delivery of City of Culture (through e.g. commercial approach, product knowledge training, marketing support).
<b>Events</b>	Review existing programme to identify gaps and opportunities and develop a festivals and events strategy, alongside the development of a park's strategy. Work proactively with local and external event organisers to develop new and enhance existing events, particularly focussed on the city's green and outside spaces.

<b>Current City Attractions/ Museums</b>	Improve the performance and attractiveness of our current attractions through longer opening hours, temporary exhibitions, smarter marketing and joint promotion.
<b>Theatre and Cultural Performance</b>	Packaging and promotion of theatre and cultural/music performances with accommodation for potential visitor audiences.
<b>Guiding/ Volunteers</b>	Development of a programme of support and training for existing and new guides and volunteers.
<b>Conferences</b>	Investigate the feasibility of constructing a multi-purpose building capable of hosting larger events/conferences.
<b>The Bargate</b>	Assess the options for development of The Bargate as a visitor hub for the Old Town.
<b>Heritage Itineraries</b>	Re-visit/ develop 3-4 itineraries/ heritage experiences that can be packaged as a guided or self-guided experience. Stories could include Medieval Southampton, Mayflower, Titanic, Migration.
<b>Signage and Interpretation</b>	Review signage and interpretation for our heritage monuments and investigate the feasibility and potential for digital interpretation.
<b>Southampton International Boat Show</b>	Continue to develop the Boat Show and increase its footprint and content to broaden its appeal and links with local hospitality businesses and residents.

## 6. Objective 2: Transforming Awareness and Perceptions

### 6.1 Rationale and Approach

We suffer from a poorly-defined image and brand – we have no strong associations for consumers. While this partly reflects our product offer, it also reflects a lack of investment in city-wide marketing over the last decade.

Priorities are to develop our profile as a destination through:

- Focusing on building content and our brand in the long term around themes of Discovery and Enrichment – emphasising our cultural (performance, visual arts and heritage) offer. The developing City of Culture bid will be key to this narrative and stimulating wider communication
- Develop stronger ‘Southampton-plc’ marketing collateral (aligned to a city-wide approach) – web, social media, print, images etc. for partnership, business and third-party use
- Proactive work with press and third parties (e.g. online travel agents, review sites) on campaign development and content distribution
- Develop relationships with cruise ship ground handlers, group organisers and coach operators to provide ideas for itineraries, familiarisation visits and contacts with local businesses

In the shorter term (the Recovery period) the priorities in theme development will be more pragmatic focusing on retail, the evening economy/theatres, and attractions – primarily targeting our local and regional audiences – through a proactive campaign. VisitSouthampton is an

appropriate vehicle for this. As the UKCC bid (and associated content) starts to gain momentum, the emphasis in our marketing should start to evolve.

Business tourism is a vital sector for us. While Destination Southampton does an excellent job in bidding for and organising conferences, they have limited resources for proactive marketing. Much of Southampton’s conference business is small meetings from the immediate region and in the short-term online conferencing may impact. A long-term priority should be to increase the amount of marketing undertaken (through e.g. additional event attendance and research into potential events) and the development of a Conference Ambassador programme amongst the city’s business leaders and academics to raise the profile of Southampton in specific strong and relevant sectors.

## 6.2 Action Areas

The following table summarises key areas for action in the Recovery and into the Development and Stability phases:

Action Area	Description
<b>Southampton collateral</b>	On-going development of our marketing collateral through e.g. developing our website (adding more content, lists and making it more dynamic), our social media output, and developing an image and content library for partner use.
<b>Itineraries</b>	Developing existing ideas for half day, whole day and 2-3 day itineraries to feature the heritage, culture, retail and hospitality sector of the city, targeting the domestic day trip and short break market.
<b>Press</b>	Create a bank of digital content for distribution for consumer and travel press and establish relationships with travel media (possibly through appointment of a specialist travel PR company).
<b>Third party content</b>	Research and review existing content about Southampton on third party websites, online travel agents, review sites, bloggers/vloggers, guidebooks and provide updates and accurate content and images as needed.
<b>Third party relationships</b>	Identify organisations likely to be featuring the city and provide a reliable point of contact for promotions. These might include VisitBritain, VisitEngland, TSE, HCC/VisitHampshire, Cruise lines, Coach Operators, incoming Tour Operators, Shore Excursion operators, airlines, airports etc.
<b>Tactical City campaign</b>	Look to develop a regional marketing campaign selling Southampton’s retail, the evening economy/theatres, and attractions building on VisitSouthampton and SO What?
<b>Cruise Marketing – (Pre &amp; Post and Official Shore Excursion)</b>	Develop packages with local attractions and hotels; dedicated sections of VisitSouthampton for pre and post stays and transit passengers; agree and collectively resource a specific marketing programme to cruise lines and shore excursion operators. (See also Appendix 2)
<b>Ambassador Programme</b>	Develop a programme to engage with the city’s leading academics and business leaders to target national and international conferences relating to their specialist sectors.
<b>Business Tourism Marketing</b>	Marketing to organisers through increased familiarisation visits, potential attendance at key shows, and research into potential events with a good fit to Southampton.



## 7. Objective 3: Creating a Visitor-Focused City

### 7.1 Rationale and Approach

Objective 1 focuses on product development that will make us a more compelling destination to consider visiting. However, our wider city offer is of equal importance – the hotels, bars, restaurants, retail all make a huge contribution to a decision to visit and to the satisfaction of visitors during their trip. Sense of place, the urban realm, and our welcome are also key for visitors.

We have a varied accommodation stock in the city centre and surrounding area. In the medium term, as markets recover and grow, additional capacity and variety may be required, and this will need to be determined by further research. For visitors, Southampton's current retail is a great strength and the bar/restaurant offer is reasonable although the city would benefit from greater variety, distinctiveness and quality (particularly in terms of restaurants). We need to continue to work proactively with developers, chains and potential businesses to bring forward viable schemes that will increase our capacity and broaden our offer.

Our pedestrian signposting scheme is good in some places and is particularly crucial given the distances between different areas of visitor interest. In others, wayfinding appears to leave visitors stranded and confused, whilst having to navigate some challenging roads and uneven walkways. The city's arrival/landing points (especially the station and the port) and our road signing need attention. The volunteer guides are good at providing a good in-person welcome at the cruise terminals, but this takes place in a busy and noisy space. It is a volunteer activity that can be withdrawn or reduced at any time. The railway station equally fails to enthral and excite visitors or residents keen to feel pride in their city.

The lack of an accessible waterfront is seen as a weakness for the city. Certain areas of the city, particularly the Cultural Quarter, lack animation especially at weekends. The Mayflower Quarter proposal and planned infrastructure changes as part of the Transforming Cities Fund represents an exciting opportunity for both residents and for our visitors – helping to create a more legible city, improving the city's gateways and enabling waterfront access at Mayflower Park.

Addressing these city-wide issues will be a long-term priority and will be largely driven by broader city centre development plans (like the Mayflower Quarter); and by the local/regional economy and population (captured via the emerging Local Development Plan) driving investment in retail, bars, restaurants and other facilities. However, in our broader city and economic planning we need to think 'tourism' and understand the wider economic benefits it brings – embedding the needs of our visitors in future developments and making the city more distinctive. This includes considering how visitors move around the city on foot and by public transport. Pan-city bus travel is good at moving residents around, but the travel experience of visitors falls short.

Tourism is not high profile within the city and the overall welcome and information for visitors needs to be improved. A specific tourist information centre is unlikely to be cost effective but there are a range of other initiatives that could be implemented: e.g. a visitor hub at The Bargate (see above) and/or God's House Tower; Visitor Information Points (i.e. information resources in visitor facing locations – a hotel, attraction or retail space); and staff engagement, training and familiarisation (with a view to cross selling the city).

Cruise visits are crucial to our city. We have a lot to offer passengers on transit cruises. The strength and variety of the excursions available to passengers is fundamental to that success, but we want to attract more of those passengers into the city itself. However, the arrival experience in Southampton is poor with busy roads and inappropriate exits from the port, lack of connectivity to the railway station and a lack of quality welcome facilities, foreign language print and coordination among the various parties involved in shoreside welcome. We need to work collectively to improve the experience on arrival, make it easier to access the city’s heritage assets and to offer unusual ‘behind the scenes’ experiences. Most transit passengers are from Europe and we need to make sure we can welcome them in their own languages. For the British passengers who stay in our city before or after their cruise, we want to invite them to stay longer and experience more of what Southampton and surrounding destinations have to offer.

## 7.2 Action Areas

The following table summarises key areas for action in the recovery period and into the development and stability period:

Action Area	Description
<b>Planning/Place-shaping</b>	Embedding the tourism agenda in wider city planning and policy and licensing, delivering development schemes and ensuring we take account of visitors in future developments and our city maintenance, alongside that of residents.
<b>Investment and Facilitation</b>	Facilitate and encourage new hotel and attraction development – through provision of information and insight (e.g. the Hotel Solutions work) and supporting developers/ prospective businesses.
<b>Visitor Information Points (VIPs)</b>	Creation of a network of Visitor Information Points (VIPs) at the City Council’s own attractions and other visitor touch points (like God’s House Tower, retail centres), supported by maps and relevant printed material, training and displays.
<b>Staff Training</b>	Development of training materials, highlighting Southampton’s stories and key locations - including Welcome to Excellence training – and rolling this out to front of house staff at hotels, taxis, volunteers at cruise terminals and cruise ship staff, shore excursion companies etc to ensure quality and consistency. This could be potentially introduced as part of the UKCoC bid.
<b>‘City Welcome’</b>	Develop dedicated ‘City Welcome’ content in partnership with cruise operators (and agents) for distribution to cruise ship passengers staying in the city, with special VIP offers, suggested itineraries – to encourage longer stays and repeat visits
<b>Animation</b>	Animation of city open spaces – especially the Cultural Quarter (links to objective 1) through e.g. working with the city’s arts, creative and cultural sector to showcase our creativity, pop-up bars/ restaurants, ‘container quarters’ or creative zones
<b>Signage</b>	Improve ‘Welcome to Southampton’ and ‘White on Brown’ tourist signs on access roads into the city for those arriving by car and for foot passengers from cruises and ferry ports to create a sense of place and welcome

## 8. Objective 4: Working in Partnership

### 8.1 Rationale and Approach

The number of committed organisations we have in Southampton is a strength with various organisations delivering parts of our tourism agenda. However, there is no one organisation owning and leading tourism. Resources within the sector are limited and this hampers our activity. In the short-term, issues like Covid-19 recovery and the BID Renewal ballot create uncertainties about resources and our organisational landscape. There is a widespread and strong commitment to the city and a real desire to improve things. This gives us a great foundation on which to build.

Moving forward we need:

- Leadership in terms of an organisation or group that will drive the Destination Management Plan forward and enhance the sector's profile in the city
- A single voice that represents and advocates for tourism in Southampton
- Greater private sector involvement in decision-making and implementation, and funding destination related activity
- To work in a wider context in terms of:
  - Working with other interests (planning, regeneration, events, City of Culture etc.) across the city to ensure that a holistic approach to the visitor economy is adopted
  - Work beyond the city's boundaries with other destinations to provide and promote customer focused experiences
- Facilitate and enable partnerships to work locally and develop initiatives together
- Improve market and product intelligence

We have examined a number of options for the development of a destination management function and concluded that a 'virtual' Destination Management Organisation (or Destination Management Partnership) is proposed in the short term. At this stage, it is the most viable option in the absence of the opportunities to levy sufficient income to sustain a DMO. This is at a time when other DMOs are struggling financially and may have to resort to alternative models (reflected in the DCMS review of DMO models).

It builds on our strengths (like Destination Southampton and GO! Southampton). However, it is not straight-forward and it will require partners to work together and align resources to make it happen. It can also evolve over time into a more formal organisation (if required) and provide a single partner relationship for the UKCoC bid. The current roles of Destination Southampton and GO! Southampton make it even more appropriate; but the solution is unique so it is not without risks. It will only succeed if all the players commit time and resources to delivering the DMP and a shared vision and purpose. Without this, the DMP cannot progress, unless the city decides to pursue an alternative leadership model and finds a mechanism by which this can be financed.

It is proposed that our Destination Partnership appoints an independent chair who will be the voice and face of tourism in the city, developing external relationships at regional and national levels. The board will involve both public and private sector bodies and consist of existing organisations to minimise duplication and build on momentum. It will oversee the delivery of this DMP, setting annual objectives, agreeing the (annual) work programme and allocating any shared/additional resources to delivery partners or contracted third parties. The partnership will be supported by a new, dedicated resource based in the Council to coordinate activities. We will investigate the

appetite for more regular industry-wide events (e.g. an annual conference or an Awards programme).

The new partnership will bring together our existing organisations (e.g. the Southampton Hoteliers Association, Destination Southampton) into a single umbrella grouping. This will enable us to make a stronger case to local strategic decision-makers, key agencies and media, providing evidence of the importance of the sector to city and a voice for tourism at the top table. We will ensure integration into other strategic economic forums and investigate the need for additional business support programmes in the city.

Strengthening our external regional and national relationships will enable us to adopt a more concerted and joined-up approach to seeking external funding to deliver the city’s priorities. The partnership will also develop a stronger evidence base through the commissioning of market research and monitoring our progress in delivering this DMP.

## 8.2 Action Areas

The following table summarises key areas for action in the recovery period:

Action Area	Description
<b>Destination Management Partnership</b>	Agree and establish board with an independent chair and supporting structure, agree and appoint resource (if necessary) to develop progress and sustain momentum. Consider resources required to deliver programme and appoint either lead partners or contracted third parties to deliver specific area and develop advocacy for the sector, dovetailing with wider governance approaches.
<b>Network Development</b>	Investigate appetite for, and feasibility of attracting industry-wide events and business support to Southampton
<b>External Party Liaison</b>	Develop appropriate relationships with nearby destinations, LEP, TSE, VB/VE with a view to pooling and attracting additional resource
<b>External Funding</b>	Building from the action plan seek to secure external funding for appropriate delivery, ensuring city-wide coordination and avoiding duplicate applications.
<b>Research</b>	Develop an on-going programme of research to support marketing, development, and monitoring activity. Examples could include accommodation occupancy, event impacts, visitor surveys, economic data, cruise insights, customer journey.
<b>Programme Management</b>	Agree priorities and KPIs for DMP delivery; consider, agree, and pool resources among partners

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# Agenda Item 9

<b>DECISION-MAKER:</b>	OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE		
<b>SUBJECT:</b>	MONITORING SCRUTINY RECOMMENDATIONS TO THE EXECUTIVE		
<b>DATE OF DECISION:</b>	15 JULY 2021		
<b>REPORT OF:</b>	SERVICE DIRECTOR - LEGAL AND BUSINESS OPERATIONS		
<b><u>CONTACT DETAILS</u></b>			
<b>Executive Director</b>	<b>Title</b>	<b>Deputy Chief Executive</b>	
	<b>Name:</b>	<b>Mike Harris</b>	<b>Tel: 023 8083 2882</b>
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<b>Author:</b>	<b>Title</b>	<b>Scrutiny Manager</b>	
	<b>Name:</b>	<b>Mark Pirnie</b>	<b>Tel: 023 8083 3886</b>
	<b>E-mail</b>	<b>Mark.pirnie@southampton.gov.uk</b>	
<b>STATEMENT OF CONFIDENTIALITY</b>			
None			
<b>BRIEF SUMMARY</b>			
This item enables the Overview and Scrutiny Management Committee to monitor and track progress on recommendations made to the Executive at previous meetings.			
<b>RECOMMENDATIONS:</b>			
	(i)	That the Committee considers the responses from the Executive to recommendations from previous meetings and provides feedback.	
<b>REASONS FOR REPORT RECOMMENDATIONS</b>			
1.	To assist the Committee in assessing the impact and consequence of recommendations made at previous meetings.		
<b>ALTERNATIVE OPTIONS CONSIDERED AND REJECTED</b>			
2.	None.		
<b>DETAIL (Including consultation carried out)</b>			
3.	Appendix 1 of the report sets out the recommendations made to the Executive at previous meetings of the Overview and Scrutiny Management Committee (OSMC). It also contains a summary of action taken by the Executive in response to the recommendations.		
4.	The progress status for each recommendation is indicated and if the OSMC confirms acceptance of the items marked as completed they will be removed from the list. In cases where action on the recommendation is outstanding or the Committee does not accept the matter has been adequately completed, it will be kept on the list and reported back to the next meeting. It will remain on the list until such time as the Committee accepts the recommendation as		

	completed. Rejected recommendations will only be removed from the list after being reported to the OSMC.
<b>RESOURCE IMPLICATIONS</b>	
<b><u>Capital/Revenue</u></b>	
5.	None.
<b><u>Property/Other</u></b>	
6.	None.
<b>LEGAL IMPLICATIONS</b>	
<b><u>Statutory power to undertake proposals in the report:</u></b>	
7.	The duty to undertake overview and scrutiny is set out in Part 1A Section 9 of the Local Government Act 2000.
<b><u>Other Legal Implications:</u></b>	
8.	None
<b>RISK MANAGEMENT IMPLICATIONS</b>	
9.	None.
<b>POLICY FRAMEWORK IMPLICATIONS</b>	
10.	None
<b>KEY DECISION</b>	No
<b>WARDS/COMMUNITIES AFFECTED:</b>	None directly as a result of this report
<b><u>SUPPORTING DOCUMENTATION</u></b>	
<b>Appendices</b>	
1.	Monitoring Scrutiny Recommendations – 15 July 2021
<b>Documents In Members' Rooms</b>	
1.	None
<b>Equality Impact Assessment</b>	
Do the implications/subject of the report require an Equality and Safety Impact Assessments (ESIA) to be carried out?	No
<b>Data Protection Impact Assessment</b>	
Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out?	No
<b>Other Background Documents</b>	
<b>Equality Impact Assessment and Other Background documents available for inspection at:</b>	
Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.	None

# Overview and Scrutiny Management Committee: Holding the Executive to Account

Scrutiny Monitoring – 15 July 2021

Date	Portfolio	Title	Action proposed	Action Taken	Progress Status
10/06/21	Customer Service & Transformation	The Way We Work Programme	1) That the Council develops a flexible approach to supporting the purchasing of office furniture for employees.	Agreed - To be addressed through the business case and implementation.	
			2) That the Council promotes access to, and the uptake of, information and training that supports employees to adopt safe and healthy working environments when working away from civic buildings.	Agreed - To be addressed through the business case and implementation.	
			3) In recognition that the new ways of working have changed working practices, the Committee recommends that the Council reviews its HR policies to help clarify employee and employer expectations and responsibilities.	Agreed - To be addressed through the business case and implementation.	
			4) That the Council considers opportunities to develop camaraderie and mutual support in the workplace, particularly for new employees.	Agreed - To be addressed through the business case and implementation.	
			5) That the Council commits to identifying and learning from best practice from across the public and private sector in delivering the proposed blended model of working.	Agreed - To be addressed through the business case and implementation.	
			6) That the Council develops mechanisms to monitor and measure the impacts of the new ways of working on key outcomes, including staff wellbeing, equality within the workplace, Council finances, service performance and customer satisfaction.	Agreed - To be addressed through the business case and implementation.	
			7) The Committee recognises the advantages of flexible and remote working but understands the value of having employees, including senior managers, that live within Southampton and its	Out of scope of the Way We Work programme.	



Date	Portfolio	Title	Action proposed	Action Taken	Progress Status
			<p>environs, and understand the city. If newly recruited employees are not wishing to relocate to Southampton the Council needs to understand the reasons behind this and develop approaches that seek to address these issues.</p>		