

**Report of the  
Environment and Sustainability Scrutiny Panel**

**Night Time Economy Inquiry**

**September 2009 – March 2010**

**Panel Membership**

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**Vision**

**Southampton will be a regional centre of excellence for evening and night time entertainment, offering a diverse and vibrant choice of activities for all its residents and visitors**

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## **Executive Summary**

### **Introduction**

1. The Environment and Sustainability Scrutiny Panel conducted the Inquiry on Night Time Economy between September 2009 and March 2010 to explore the role of the Night Time Economy (NTE) in the City. Evidence was gathered from a number of witnesses and sources of information on the NTE.
2. The City has made significant progress since the 2001 NTE strategy and has many best practice initiatives in place.
3. The Panel felt strongly that the NTE is an area which needs an increased focus and investment given the significant role the NTE plays in the growth and vibrancy of the city's economy as well as shaping the image and perception city as a destination of choice for residents and visitors.

### **The Issues**

4. The Panel identified several issues with the NTE from the substantial amount of evidence they received. The key issues include
  - A lack of strong leadership, profile and co-ordination to improve and diversify the NTE
  - Poor level of knowledge about the NTE
  - Lack of diversity of offer to attract visitors with different interests and at different times in the day, evening and night
  - Poor lighting, signage and pedestrian routes in some areas
  - Limited use of events and cultural activities to attract the public after hours
  - Lack of public toilets
  - Crime and ASB including noise created by people leaving the NTE disturbing local residents
  - Perception of the town centre at night not consistent with the reality
  - NTE needs to be more mainstreamed into the policies and plans of council and partners
  - Need to improve effectiveness of planning policies on NTE
  - Could make more use of licensing powers and review the cumulative impact policy
  - Lack of visible signage, marking and interpretation and poor clarity of the links between pedestrian routes and transport hubs, for the whole city centre – this needs to be balanced by a need to manage people's movement during late night periods.

### **Future Developments**

5. There are many developments taking place in Southampton that provide significant opportunities to improve the evening and NTE. Key future developments expected to have a positive impact include city renaissance projects and other plans and service improvements which could have transformational impact including:
  - Implementation of Strategic Plans – including City Centre Action Plan; Transport Plan
  - Completion of Physical Developments – including Watermark WestQuay; QE 2 Mile; Cultural Quarter; Mayflower Plaza; Old Town; Royal Pier, Tudor House Museum; Tudor Merchants Hall; Bargate/ Eastern site redevelopment
  - Delivery of Service Improvements – including Street Lighting PFI; NTE Action Plan (crime and disorder), Highway Services Partnership, Legible Cities.
6. It is vital that the impact on the NTE is properly considered in these developments and the potential they bring is harnessed to achieve the NTE vision detailed in this report.

## **Vision and Aims**

7. The vision below developed by the Panel is intended to cover the next 10 - 15 years and will only be achieved by joint working between the public and private sectors facilitated by the leadership of Southampton Partnership.

**Southampton will be a regional centre of excellence for evening and night time entertainment, offering a diverse and vibrant choice of activities for all its residents and visitors**

8. Excellence is defined as accreditation by the Association of Town Centre Management's Purple Flag Scheme and is likely to be a medium term ambition. The following aims underpin the vision and provide the outcomes the Panel believe can be achieved.
- To provide a clean, safe, welcoming city centre that is accessible to all during the evening and into the night time
  - To offer and promote a variety of high quality and sustainable facilities in clearly defined areas which cluster together similar venues to provide a "mosaic" of different types of experience in different areas
  - To move away from a linear, late night drinking culture and create a smoother transition between the daytime and night time economy
  - To Make the most of our heritage, environment and diversity to provide a varied and innovative programme of cultural events
  - To achieve a balance between protecting the amenities and quality of life of residents living in the city centre and promoting an attractive, vibrant but safe night life
  - To complement the city centre offer with improved local night time facilities and offer within district centres with reference to the aims and recommendations of the District Centres Inquiry.

## **Recommendations to the Cabinet Member for Economic Development**

9. The Panel have made 10 key recommendations to the Cabinet Member for Economic Development on the steps that can be taken to towards achieving these aims
- Nominate a champion/ leader to co-ordinate to promote and build on the NTE vision and aims and implement the quick wins detailed in the report and to seek sustainable funding for this.
  - Examine the effectiveness of planning policy in establishing hubs, creating attractive public open spaces, pedestrianisation of the city centre to deliver the NTE vision detailed in the report
  - Examine the use of the licensing policy, the Cumulative Impact Policy and licensing powers to discourage the negative impact of drinking, and protect residents in popular residential zones by working closely with Planners within the planning policy context
  - Make more use of the history and heritage that Southampton has to offer and opportunities presented by future developments e.g. Watermark West Quay and the Cultural Quarter to improve the evening and night time economy
  - Target effort and focus to grow the early and mid evening offer, make it pleasant and attractive for all people (e.g. jazz bars and clubs, café culture etc) so that people stay on and come into the city centre in the evening
  - Agree that the NTE champion/ leader will be a statutory consultee for major projects to ensure they do what they can to enhance their NTE offer
  - Brand the evening and NTE offer, promote and market it including more high profile events in the city (e.g. Light Nights), lighting up public buildings, to draw more people in to enjoy the city centre offer and link each NTE zone using distinctive pathway, unique identify, lighting, seating, etc
  - Develop, encourage and promote healthy living initiatives in the NTE and in particular, non alcoholic drinks and promotions, encourage responsible pricing and promotion offers e.g. discounts for non alcoholic drinks and pricing of soft drinks below the price of alcoholic drinks and healthy eating

- Develop and promote the overall package offered for the NTE by linking the entertainment offer, public transport, including taxis, parking and encourage branding the City Loop so that it is easier for people to come in and enjoy the NTE zones
- Enhance safety and perception of safety in the NTE by improving the provision of public toilets and increasing access to them, extending the ICE Bus and providing a safe place for people who cannot look after themselves.

### **Suggested Actions for Southampton Partnership**

10. The recommendations to the Cabinet Member for Economic Development are supported by a series of further recommendations for the each key Partnerships under the leadership of Southampton Partnership and are detailed in Appendix D. These recommendations relate to the themes of the Purple Flag Scheme and will be useful in evaluating progress towards it. The themes are Policy, Place, Appeal, Well Being and Movement.

### **Conclusion**

11. In order for progress to continue and the NTE to benefit from the developments and investments that are currently taking place in Southampton, strong leadership, a clear vision and investment will be required. This will need to be supported by a more proactive approach to the NTE. The benefits to the city of taking such an approach will be far reaching and impact much wider than just the NTE.

## Introduction

1. The Environment and Sustainability Scrutiny Panel conducted the Inquiry on Night Time Economy between September 2009 and March 2010. The purpose was to explore the role of the Night Time Economy (NTE) in the City Centre and its contribution to the local economy, including the impact of existing and future Council policies and partner relationships. The Terms of Reference and Outline Inquiry Plan area attached at Appendix A.
2. Evidence was gathered from a number of witnesses and sources of information on City Centre Regeneration, Culture, Crime and Disorder, Licensing, Planning, Street Cleansing, Alcohol and Health, Transport. The Panel also received feedback from a variety of stakeholders including ward councillors, representatives from the 2 Universities, Students Union, businesses and Residents Associations. The Chair of the Panel visited Brighton to observe and learn about their Night Time Economy. Another Panel member also had a 'walk about' with the City Centre Manager on a Student Night and spoke with pub and club managers, door staff and owners.
3. At the request of the council, the Association of Town Centre Management facilitated a workshop on the assessment criteria for the Purple Flag scheme for assessing and improving city and town centres based on 5 themes: Policy, Place, Well Being, Appeal and Movement.
4. The City has made significant progress since the 2001 NTE strategy (assessment attached at Appendix B) and has many best practice initiatives. These include city centre regeneration, development of a successful regional retail offer, plans for the Cultural Quarter development as well as many projects to reduce crime and disorder including funding for a NTE manager, the Street Pastors project, Designated Public Place Order, Best Bar None, Cumulative Impact Policy, ICE bus, the collection of Emergency Department data collection, night buses and taxi marshals. Partnership working in relation to crime and disorder in the NTE is strong and the initiatives above are starting to show real results.
5. The Panel felt strongly that this is an area which needs an increased focus and investment, given the significant role the NTE plays in the growth and vibrancy of the city's economy as well as shaping the image and perception city as a destination of choice for residents and visitors. The Panel concluded that the positive contributions of the NTE far outweigh the negative impact it can have. The latter can be mitigated through proactive policies and actions and by responding to the huge opportunities the city has to offer in the medium term.
6. The Panel identified key issues in relation to the NTE (detailed later in this report) and in response made 10 recommendations to the Cabinet Member for Economic Development and a list of suggested actions for Southampton Partnership.

## Key Facts

### Demographics

7. There are an estimated 234,000 people living within the city boundary, amounting to approximately 18% of the Hampshire area. Of these, just under 75% of the working age population are economically active. 54% of the city's population is under 35 years of age with 13% over 65. The student population in Southampton is around 41,500, an increase of around 25% since 1998/99. Each year approximately 6,000 graduates enter the labour market, with about 30% staying within the Southampton area after graduating to seek career opportunities.

## Economy

8. In 2006 Southampton's economy was worth over £4,756 million, 28% higher than in 2001. This is coupled with around 7,700 businesses operating in the city providing employment for 114,000 people. Southampton is ranked as one of the top five performing cities in England for employment, population growth and skills by the Institute for Public Policy Research (IPPR).
9. The majority of businesses in Southampton are micro businesses that employ less than 10 people. However it is the larger companies that provide most jobs in Southampton. Southampton is home to many key household names in the UK, such as Skandia, B&Q, John Lewis, Ordnance Survey and most recently IKEA. The largest public sector employers in Southampton include the NHS Hospital Trusts and Southampton City Council. Southampton is also the home to Carnival UK and is the UK's cruise capital with a world-class port and one of the country's leading commercial dockyards, contributing over £2 billion to the economy.
10. The number of cruise passengers passing through the Port of Southampton has been increasing over the years. Southampton Port now serves 50% of the UK cruise market, doubling over the last 5 years. In 2008 alone, passenger throughput reached record levels of over 970,000, and in 2009 a million passengers are estimated to have passed through the port. Further to this, almost 2 million passengers departed from the International Airport between 2008 and 2009.
11. In addition, in 2008 Southampton was ranked 15<sup>th</sup> in the top retail destinations in the UK demonstrating the strength and continued demand for retail in the city centre. However, by 2018 predictions see Southampton being ranked the 18<sup>th</sup> top retail destination in the UK. There are a large number of proposed developments including Watermark WestQuay as well as the creation of a Cultural Quarter and other public enhancements which could boost the centre and improve its ranking over the next 8 years prior to 2018.

## Health

12. Alcohol related hospital admissions are increasing. Between 01 January – 30 June 2009 there were 3976 Emergency Department attendances which were alcohol related. This is 9.4% of the total attendance and likely to be an underestimate. The majority of alcohol related admissions occur on a Friday, Saturday and Sunday.
13. On an typical night out a male Southampton student will drink on average 20 units of alcohol and a female 13 units. In 2005 over 25% of deaths in males aged 16 – 24 are caused by alcohol. For females of the same age the figure is around 15%. Most of these deaths are caused by road traffic accidents and intentional self harm.
14. Research carried out to inform Southampton's Joint Needs Assessment in 2007 found that 10,000 people are drinking dangerously and an estimated 70,000 working days are lost due to alcohol, over 1,000 people are developing cirrhosis, 750 people may die from other alcohol related causes. Alcohol misuse costs the local NHS £8.1 million a year.

## Tourism

15. It is estimated that around 568,000 overnight tourism staying trips were made to Southampton in 2008. Of these trips, domestic visitors made 86% of trips (489,000) and overseas visitors made 14% of trips (79,000). Compared to 2006, the volume of domestic overnight trips dropped by 4%, and inbound overnight trips dropped by 5%. In total, it is estimated that around £105,311,000 was spent by staying visitors on their trip to Southampton in 2008, down by 1% compared to 2006.
16. It is estimated that around 6.9 million tourism day trips were made to Southampton in 2008, up 2%, generating a further £241,769,000 trip expenditure, up 11% compared to 2006. Just over a third are estimated to involve day trips to West Quay. In total, around £347,081,000 was spent on trips to Southampton in 2008 by staying and day visitors, up 7% compared to

2006. Twenty-two percent of this expenditure was made by domestic staying visitors; 8% by overseas staying visitors and 70% by day visitors.

17. Around a third of total trip expenditure (31%) was spent in catering establishments and a further 37% was spent in the retail sector. Approximately 10% of total trip expenditure went on visits to attractions and other entertainment. Further additional expenditure spent by visitors on second homes and by friends and relatives, who visitors are staying with or visiting, needs also to be accounted for as this represents a significant additional source of income for local businesses. It is estimated that this 'additional' expenditure generated a further £13,715,000 of direct turnover for local businesses in 2008.
18. Of the £347,081,000 estimated to have been spent by visitors on their trip and the £13.7 million additional trip-related expenditure, around £343,249,000 directly benefited local businesses from hotels and restaurants to cafes, shops and attractions in Southampton. Drawing together direct business turnover, supplier and income induced expenditure, and the additional expenditure spent on second homes and by friends and relatives, the total value of tourism activity in Southampton in 2008 is estimated to have been around £427,316,000.
19. This income to the local economy is estimated to have supported around 5,753 Full-Time Equivalent Jobs and 7,968 Actual Jobs (with the addition of seasonal and part-time employment). These jobs are sustained in a wide number of sectors including hospitality, retail, catering and travel.

#### Comparisons

	<b>Southampton</b>	<b>Brighton</b>	<b>Bournemouth</b>
Population	234,000	250,000	163,900
Students	41,500	44,494	Approx 25,500
Visitors Evening/ Night Time Day time	6.9M day trips	1.5M 6.5M visitors	N/A
Value of tourism activity in 2008	£427,316,000	£408 (2006)	N/A
Number of festivals per year	Under 25	Over 60	over 30
Number of licensed premises in the city centre	408	2,782 (Whole of Brighton)	approx 320
Perception of safety - after dark (Place Survey 2008)	37%	62.8%	47%
Perception of safety - during the day (Place Survey 2008)	85%	93.5%	90%
Percentage of respondents feeling that people being drunk or rowdy in public places is a problem (Place Survey 2008)	45%	33.9	37%
Percentage of respondents feeling that rubbish or litter lying around is a big problem (Place Survey 2008)	43%	41.2	33%

#### NTE Offer

20. Around 28,000 people visit the city centre on Friday/ Saturday nights, of whom two thirds are estimated to be Southampton residents. There are various permanent **performance venues** within the city, the largest and most well-known of these being The Mayflower theatre. In 2008/09 The Mayflower saw slightly fewer performances being held than the

previous year, with 347 performances taking place. Overall attendance decreased with a total of just over 400,000 people attending the theatre, a drop of 6%. The main reason for this decrease in attendance numbers in 2008/09 compared to the previous year is due to the popularity of the show Chitty Chitty Bang which attracted over 120,000 patrons in 2007/08 with over 40 performances. The biggest selling shows of 2008/09 were Cinderella, High School Musical, West Side Story, Blood Brothers and Calendar Girls. As well as performances, 5,411 people attended conferences and corporate events in 2008/9, a decrease of 4% on the previous year.

21. Throughout 2008/09 the City Art Gallery held five major exhibitions and successfully toured two of these exhibitions to other galleries in the UK. The popularity of these exhibitions is reflected in the visitor figures which have continued to increase year on year from 59,756 visitors in 2007/8 to 60,860 visitors in 2008/09, with 17,042 of these being children. This reflects a 1.9% increase in visitor numbers between 2007/8 and 2008/9 and an increase of 7.9% over the past four years.
22. Throughout 2008/09 the city centre and adjacent areas have hosted a variety of **events and festivals** including the annual Southampton Boat Show (Mayflower Park) in September. The Bargate and Above Bar pedestrian precinct were alive with street entertainers, bands, roadshows and a host of different events throughout the year. During the Christmas period Above Bar pedestrian precinct hosted the annual German market that has become a feature of the festive season.
23. Alongside retail, leisure uses have a significant presence in the city centre. The city centre land use mix shows that A1 uses, including convenience, durables and services, represent the largest sector by floorspace (71%), with leisure uses (A3, A4, A5, and D2) collectively constituting 9.5% of the total floorspace. The Offer in the city centre including Town Quay, Oxford Street, London Road/Bedford Place (and in between) and Ocean Village:
  - 95 Cafés and Restaurants
  - 52 Drinking Establishments
  - 38 Hot Food Takeaways
  - 1 Regional Theatre
  - 3 Cinemas,
  - 3 Casinos
  - 2 Art Galleries
24. The number and range of leisure uses in the city centre has stayed relatively consistent with the levels seen in 2007/08. There has been a slight increase in the number of restaurants/ coffee bars/ fast food outlets and take-aways in the city centre which reflects the continuing demand for such facilities. Amusement arcades and hotels have remained consistent with the figures from last year; however one of the nightclubs in the City Centre has now closed. This closure and the associated increase in the number of public houses and wine bars may reflect the popularity of the latter typed venues and an increase in the number of late licenses being granted at these premises. However the future developments detailed in the section below will have an impact on both the number and range of leisure uses in the city.

## Safety

25. Violent crime is 23% of all crime in Southampton. A quarter of all recorded incidents of violent crime occur on a Friday and Saturday night in the city centre. Violence offences peak in line with peak night economy operating and closing times (23:00 to 03:00). 62% of offences are linked to licensed premises. Criminal Damage offences correlate with pub and club closing times and in April -June 2009, more than 50% of 115 criminal damage offences were in Bedford Place and Polygon area. In nine months the Street Pastors removed 2500 bottles/glasses from the pavements and swept up 290 pieces of broken glass.

26. Local use of IonTrak (a device to detect traces of drugs from customers entering a licensed premises) found comparatively low levels of drugs in the NTE in Southampton. Local hospital admissions to the Emergency Department as a result of assault in the city centre between the hours of 18:00 and 09:00 are around 1,100 per annum, with a big concentration on weekends. Alcohol is a contributing factor in 84% of cases. Emergency Dept data for assaults (total 290 May-July 2009) –dominated by those induced by alcohol and taking place at the weekend. Injuries from the night economy account for 71% of Emergency Department admissions requiring immediate transport by ambulance coming from the NTE area.
27. Feedback in the 2009 Place Survey showed that only 23% of local residents thought the Police and Council are tackling crime and anti-social behaviour and perceptions of drunk and rowdy behaviour as a problem also featured as a big concern for local people. Residents who do not feel safe in their local area at night who live in city centre wards is 45%.

### Transport

28. In 2008 the city was listed 9<sup>th</sup> in the country for having the best international transport links and 10<sup>th</sup> for the best external transport links (Cushman & Wakefield, UK Cities Monitor report 2008) demonstrating the high quality transport links the city provides. Southampton International Airport welcomes around 2 million passengers a year and serves over 40 destinations throughout Europe. During 2009/10 Southampton Airport invested around £10 million in improving facilities for passengers. Southampton Airport has been named as the top airport in Europe for having the most helpful and courteous staff.
29. Southampton Central railway station is the hub of the region's rail network, with frequent services operating from many destinations throughout the country with dedicated buses that link directly to the Isle of Wight ferries.
30. The City Council subsidises Nightlink services operating hourly to the east and west of the city between 00.00 and 03.30 on Friday and Saturday nights. These complement the commercial hourly 'Bluestar' services to Winchester, Waterside and Eastleigh and also the Eastleigh Borough Council funded hourly services to Botley, Netley, Hamble, Chandler's Ford, Winchester, Eastleigh and Fair Oak operated by Bluestar on Friday and Saturday nights.
31. Taxis are widely available in Southampton. Principal ranks can be found at key strategic points. In May 2008 there were 263 licensed Hackney Carriages in operation with the number set to increase by 20 additional carriages over the next three years to meet current demand. Private Hire Taxis continue to rise with 550 in operation in 2008/9, an increase of 12% from the 2007/8 level of 490. Two new ranks at Lower Bannister Street and Bevois Valley have been established to serve the night time hubs. In addition the rank adjacent to London Road has been relocated into London Road and there is also a new rank outside the casino on the Town Quay at night time only.
32. Over the past year there were no significant changes to the parking provision, however, significant maintenance and upgrading work continues to be undertaken on City Council owned multi-storey car parks in the city centre. Overnight charges were put in place for all City Council multi-storey car parks (£2 from 1800 - 0500).

### **The Issues**

33. The Panel identified several issues related to the NTE from the substantial amount of evidence they received. These have been grouped using themes suggested by the Association of Town Centre Management's Purple Flag Scheme.

### **34. Policy**

- **Stronger leadership and profile needed to improve and diversify the NTE.**

- **NTE needs to be more mainstreamed into the policies and plans of council and partners**
- **Need to improve effectiveness of planning policies on NTE**
- **Could make more use of licensing powers and review the cumulative impact policy**
- Lack of reliable and up to date knowledge about the NTE users and non users
- Need a broader approach to managing the NTE which delivers a strategic contribution wider than just crime and alcohol

### 35. Place

- **Lack of diversity of offer to attract visitors with different interests and at different times in the day, evening and night**
- **Lack of visible signage, marking and interpretation and poor clarity of the links between pedestrian routes and transport hubs, for the whole city centre – this needs to be balanced by a need to manage people’s movement during late night periods**
- Over domination of vertical drinking establishments
- Attractions are dispersed over a large geographical area without the connectivity to arrival points being clear
- More imaginative and creative use of developments and street furniture/ arts to enhance the public realm and offer at night is required
- Need to make more of the city’s heritage
- Lack of sense of place for the NTE
- Need to reduce litter in the NTE i.e. near takeaways, glass bottles, broken glass on roads

### 36. Appeal

- Limited use of the city’s history, heritage and culture through events and activities to attract the public after hours
- Need to create packages between the theatre offer, shopping, dining out etc with links to parking offer, public transport etc
- Opening hours of Public buildings is traditional - museums, art galleries, library, heritage sites are not open later in the evening
- Need greater use of parks and other public open spaces for attracting city centre workers and visitors to stay on after 5 pm
- Limited choice and diversity of food and dining for families, old and young
- Lack of evening live entertainment in non traditional venues (e.g. civic centre, church halls etc)
- Lack of an holistic experience in the NTE
- Poor lighting in some areas

### 37. Well Being

- Current practice does not actively promote healthy lifestyles and encourage responsible drinking habits
- Alcohol related crime, ASB and other safety related issues
- **Lack of public toilets** and resulting problem of urinating in alley ways, doorways and parks (Environmental Health / personal safety issues particularly for women in the parks)
- Noise created by people leaving the NTE disturbing local residents
- Awareness raising of drug and alcohol harm
- Application of Designated Public Place Order – many people are not aware of it due to limited publicity and signage, enforcement issues
- Problems with Licensing Link Radio – the current private system does not make it easy to obtain one.
- Visible police presence is not consistent
- Perception of the town centre at night not consistent with the reality

- Preloading – people coming into the city already drunk as a result of consuming cheap alcohol at home or elsewhere

### **38. Movement**

- Car parking charges in the evening and night
- Poor pedestrian routes in some areas that need improved lighting
- Better information about late night travel
- More pedestrianisation required particularly around Bedford Place, Carlton Place.

### **Future Developments**

39. There are many developments taking place in Southampton that provide significant opportunities to improve the evening and NTE. Key future developments expected to have a positive impact include city renaissance projects and other plans and serve improvements which could have transformational impact include strategic plans, future developments and planned service improvements:

#### Strategic Plans

- **City Centre Action Plan**

40. As part of the development of the Local Development Framework the Council are looking at how the city centre could develop over the next 20 years. There is an initial plan called the City Centre Action Plan. This has the potential to radically change the way the city centre looks by 2026. Consultation on the preferred options for the CCAP is due to take place from May this year with the final document published for consultation in 2011.

- **Local Transport Plan 3**

41. The LTP 3 is currently being developed. Unlike previous transport plans this one will set out the strategy for transport across the whole of south Hampshire area. This includes Hampshire County Council, Portsmouth and Southampton City councils. The three authorities will then produce separate implementation plans. A consultation to the options and interventions will take place in the summer of this year.

#### Physical Developments

- **Watermark WestQuay**

42. Watermark WestQuay will transform the former Pirelli factory site into one of the most exciting and attractive new mixed-use developments in the UK. The £150M development centres around a new public plaza with the internationally significant medieval town walls forming a spectacular backdrop for a new restaurant quarter and external shopping environment. The proposals feature a luxury 14 screen multiplex cinema, a range of new cafés and restaurants, public open space and pocket park, a new retail offer for the city, a hotel with up to 150 bedrooms and a landmark residential building, including 240 apartments. The new public plaza will be a place where contemporary and historic influences meet to create an exciting and unique public space providing a safe and accessible route through Watermark WestQuay and designed to host a range of events. The development is intended to help reinvigorate the southern area of central Southampton and will create over 1000 new jobs for the city. It will bring new energy to Southampton's visitor economy through an inspiring combination of high quality retail and leisure offer.

- **The Cultural Quarter**

43. The Cultural Quarter development is helping to bring in around £175m of private and public investment to this area of the city. The investment in the cultural quarter is expected to bring in more than 2000 direct jobs and an additional £21m of visitor spend each year. It is intended to be an area alive with arts, heritage, entertainment, events, music, colour and dramatic architecture. A setting to which artists and performers will be drawn and a place that the public can visit and enjoy.

44. The Sea City Museum, Guildhall Square and Southampton's new arts complex will sit in the same area as existing art galleries, city centre parks, the Guildhall and the Mayflower theatre to make the Above Bar Cultural Quarter a dynamic and creative urban space at the heart of Southampton in which people meet to relax, enjoy and participate during the

daytime and into the night.

- **Royal Pier Waterfront**

45. Southampton City Council is working with Associated British Ports and The Crown Estate to achieve a world class waterfront and improved facilities for the Southampton International Boatshow

- **Old Town**

46. The City Council has begun work on the redevelopment of this unique location in the heart of Southampton's medieval Old Town quarter. The plans for the area include retail, hotel, restaurants, cafes and bars, residential, heritage and open space. The redevelopment will need to incorporate and realise the opportunities provided by the archaeological remains on the site, and protect the environment of the adjacent school. As part of the development it is intended to create restaurant cluster will be created around focussing on the proposed upgrade of the public realm around Holyrood Church. The refurbishment of the Dolphin Hotel as a 4 star hotel will strengthen the cluster (as well as increase footfall and commercial interest in the High Street). Two new restaurants have opened in the area bringing the total number of Restaurants/Cafes in the Holyrood area to 12, a 20% increase over September 2009.

47. In 2008 Locum produced a destination development plan for Southampton. While they accepted that it is impossible to accurately predict what the impact of the above 4 proposals would be they gave an indication of what the impact might be. They estimated the additional appeal that each might add to the city as a destination and, therefore, the additional spend that they might create by visitors from outside the city.

48. Locum's findings are outlined in the table below. The descriptions of the projects in the table below are now out of date. The *Arts Village* is now known as the Cultural Quarter and *Festival Park* is now known as Royal Pier Waterfront.

Figure 1: Estimated impact of the Four "Big Projects"

	<i>% Added Appeal</i>	<i>Additional direct spend by visitors (£ millions) in 2007 terms</i>
West Quay 3	15%	£31
Arts Village	10%	£21
Festival Park	15%	£31
Below Bar	5%	£10
<i>Total:</i>	<i>50%</i>	<i>£104</i>

This produces a target of approximately £530 million direct spend by visitors in 2015, sustaining an additional c 3,000 FTE jobs.

Figure 2: Targets for the Destination Development Plan

	<i>Direct spend by visitors (£ Millions)</i>	<i>Economic Impact including indirect and induced effects (£ Millions)</i>	<i>FTE Jobs supported</i>
Total direct expenditure 2004:	£208	£305	4,200
Annual baseline growth:	5%		
<i>Forecast direct expenditure 2008:</i>	<i>£253</i>	<i>£371</i>	<i>5,105</i>
Forecast for 2011 without major projects:	£293	£429	4,862
Additional Growth Target 2011 - 2 "Big Projects" Complete	25%		
<b>Target for 2011:</b>	<b>£366</b>	<b>£536</b>	<b>6,078</b>
Forecast for 2015 without major projects:	£356	£522	5,910
Additional Growth Target 2015 - 4 Big Projects Complete:	50%		
<b>Target for 2015:</b>	<b>£534</b>	<b>£782</b>	<b>8,865</b>
<b>Incremental effect of Big Four projects:</b>	<b>£178</b>	<b>£261</b>	<b>2,955</b>

- **Mayflower Plaza**

49. Mayflower Plaza will be a mixed-use development comprising of circa 100,000 sq m (115,000 sq ft) of grade A office space over 8 floors, 180 residential units- a mixture of studio, one- and two-bedroom flats over 14 levels and an 150-bed hotel. The introduction of a fully accessible plaza will make significant contribution to the public realm. It is envisaged that the hotelier will operate a restaurant/ bar at ground level, further enlivening the public space.

- **Tudor House Museum and Tudor Merchants Hall**

50. Significant investment by the Heritage Lottery Fund and Council is turning Tudor House Museum into a welcoming and enjoyable visitor attraction with new facilities, displays and experiences which will tell the story of the house and the people who lived and worked there. There will be lots to appeal to residents and visitors to the city including a café overlooking the beautiful gardens. The project also includes a removable canopy which will allow King John's Palace to be better utilised throughout the year. This will be a venue suitable for a wide range of events from theatrical performances to music recitals and exhibitions. Tudor Merchants Hall will also benefit from many improvements including a lift and ramp, making the first floor accessible to disabled people. There will also be new toilet facilities. It will also be a flexible attractive bookable venue.

- **Ocean Village**

51. Ocean Village is a key waterfront location in Southampton and will provide a successful mix of leisure and living facilities, offering events space, marina and a new four star hotel. The 224 bedroom Millennium Hotel will include amenities for marina berth holders in addition to two waterside restaurants and bars with external terraces. Modern banqueting, conference and events facilities will accommodate over 650 people and will also be able to serve as media centres. Work on the hotel is due to commence in autumn 2010.

### Service Improvements

- **Street lighting PFI**

52. Southampton City Council, Hampshire County Council and West Sussex County Council have joined forces in the biggest street lighting Private Finance Initiative (PFI) project in the country. Tay Valley Lighting have been now been appointed the preferred bidder to carry out the PFI. Southampton's £30 million share of the project will see the majority of the city's

28,000 street lights, illuminated signs and bollards replaced or upgraded with the latest energy efficient equipment. During the first five years 14,000 lights, signs and bollards will be replaced or upgraded – the remainder will be maintained. The focus for the following 20 years will be on maintaining and operating all the city's lights to a high standard.

- **Highways Service Partnership**

53. There is a significant backlog of road and pavement maintenance. In order to tackle this issue a Public Private Partnership is being established to ensure amount of funding available going into the network is maximised. The aim of this is to achieve more service for the same funding. The contract is currently being procured with works intended to commence in September.

- **NTE Action Plan**

54. The Night Time Economy Action Plan is being developed by the Safe City Partnership to reduce crime and disorder in the NTE. It is based on the findings of an audit of best practice which was developed specifically for Southampton and then used as a self-assessment tool to identify gaps and areas for improvement. Delivery of the NTE Plan is intended to positively impact on a range of Performance Indicators around crime and disorder but includes in particular a reduction in violent crime and an improved comparative position for the city in the Most Similar Group for Violent Crime. It is also anticipated that delivery of the Plan will contribute positively to public perception targets.

- **Legible Cities**

55. Southampton Legible City is a city information and communication system. It aims to improve the image, identity and user experience of Southampton for the benefit of residents, businesses and visitors and for developers looking to invest in the city. A new range of products and services are proposed, linked by a specially commissioned visual identity. The new identity has been designed to enhance and market the city and improve the quality of streets and spaces. At the same time it will make it easier to move around, promoting active travel and healthy lifestyles. The project will highlight the city's assets, revealing the special character of its areas as places to shop, relax, meet and play. By creating pedestrian-friendly places, people will be encouraged to explore on foot and to spend more time outdoors, supporting the local economy and creating safer streets. The Southampton Legible Cities project will help connect and integrate transport and movement and the city's destinations and attractions, promoting Southampton's businesses and improving the everyday experience of the city for everyone.

- **City Branding**

56. A distinctive brand is a way of projecting a unique, clear and consistent impression of a product, service or place. Southampton's brand is designed to help people to understand what is special about the city, and what to expect from it as a place to live, work, visit, learn and do business in. By communicating with local, regional, national and international audiences in a distinctive, consistent and inspiring way, Southampton's brand can shape people's perceptions of the city and positively contribute to its future success. Work is continuing to refine the City Brand and partners are working together to strengthen the image and promotion of the City.

### National Changes

- **Licensing Laws**

57. In November 2009, the Policing and Crime Act 2009 received Royal Assent and sets the legal framework pursuant to the 'selling alcohol responsibly'. The legislation amends the Licensing Act 2003 to allow the Secretary of State to establish no more than 9 mandatory licensing conditions relating to the supply of alcohol for all new and existing licensed premises. 5 mandatory conditions were announced by the Government earlier this year and include - banning irresponsible promotions such as 'all you can drink...', or women drink free' deals that encourage people to drink quickly or irresponsibly, ensuring all those who sell alcohol have an age-verification policy in place, requiring them to check the ID of

anyone who looks under-18 and ensuring small measures of beers, wine and spirits are made available to customers.

58. The Act also introduces a provision whereby individual members of Licensing Authorities may now be 'interested parties'. Therefore allowing Local Authority members to object to licensing applications in their own right and/or to call for a Licensing Review (powers which currently only apply to 'responsible bodies or interested parties' – such as the Police or residents). However, the evidential rules still apply – that is the Local Authority like the Police must provide hard evidence of a breach of the Licensing Act and apply it on a case-by-case basis.
59. It is vital that the impact on the NTE is properly considered in these projects, service improvements and other initiatives and the potential they bring is harnessed. If the NTE is fully considered the potential impacts as a result of the developments include:
- A more diverse offer and welcoming city centre for people of all ages and diverse backgrounds and interests, that is accessible to all during the evening and into the night time
  - Promotion of a variety of high quality and sustainable facilities and activities within the city centre in the early evening and late night
  - Facilities and co-ordinated offer that enable a smoother transition between the daytime and night time economy
  - A varied and innovative programme of cultural events that make the most of the city's heritage, environment and diversity
  - Vibrant but safe night life with reduced alcohol related crime.

### **Vision and Aims**

60. The Inquiry Panel believe Southampton's NTE already has a lot of positives to offer and there is currently a huge potential to build on these. However until now the management of the NTE in Southampton has very much focused of addressing crime and disorder. A more holistic approach is needed to improve the NTE and build on the successes in this area. This will be through securing the maximum benefits from the opportunities presented by future developments and service improvements. There needs to a clear vision and ambition to improve. The vision below developed by the Panel is intended to cover the next 10 - 15 years and will only be achieved by joint working between the public and private sectors, led by the Cabinet Member for Economic Development and facilitated by Southampton Partnership.

**Southampton will be a regional centre of excellence for evening and night time entertainment, offering a diverse and vibrant choice of activities for all its residents and visitors**

61. The following aims underpin the vision and provide the outcomes the panel believe can be achieved.
- To provide a clean, safe, welcoming city centre that is accessible to all during the evening and into the night time
  - To offer and promote a variety of high quality and sustainable facilities in clearly defined areas which cluster together similar venues to provide a "mosaic" of different types of experience in different areas
  - To move away from a linear, late night drinking culture and create a smoother transition between the daytime and night time economy
  - To Make the most of our heritage, environment and diversity to provide a varied and innovative programme of cultural events
  - To achieve a balance between protecting the amenities and quality of life of residents living in the city centre and promoting an attractive, vibrant but safe night life
  - To complement the city centre offer with improved local night time facilities and offer within district centres with reference to the aims and recommendations of the District Centres Inquiry.

62. The vision, aims and actions identified are strongly linked to the vision set out in the City of Southampton Strategy - to be recognised as the region's economic social and cultural driver with a varied cultural landscape and innovating and creative leisure opportunities, fine parks and open spaces. In order to improve the NTE to meet this vision, opportunities to reshape planned investment will need to be considered and additional investment may also be required.

### **Recommendations to the Cabinet Member for Economic Development**

63. The Panel have made 10 key recommendations to the Cabinet Member for Economic Development on how the vision and aims can be achieved. These recommendations are set out below:

- a. Nominate a champion/ leader to co-ordinate to promote and build on the NTE vision and aims and implement the quick wins detailed in the report and to seek sustainable funding for this.
- b. Examine the effectiveness of planning policy in establishing hubs, creating attractive public open spaces, pedestrianisation of the city centre to deliver the NTE vision detailed in the report
- c. Examine the use of the licensing policy, the Cumulative Impact Policy and licensing powers to discourage the negative impact of drinking, and protect residents in popular residential zones by working closely with Planners within the planning policy context
- d. Make more use of the history and heritage that Southampton has to offer and opportunities presented by future developments e.g. Watermark West Quay and the Cultural Quarter to improve the evening and night time economy
- e. Target effort and focus to grow the early and mid evening offer, make it pleasant and attractive for all people (e.g. jazz bars and clubs, café culture etc) so that people stay on and come into the city centre in the evening
- f. Agree that the NTE champion/ leader will be a statutory consultee for major projects to ensure they do what they can to enhance their NTE offer
- g. Brand the evening and NTE offer, promote and market it including more high profile events in the city (e.g. Light Nights), lighting up public buildings, to draw more people in to enjoy the city centre offer and link each NTE zone using distinctive pathway, unique identify, lighting, seating, etc
- h. Develop, encourage and promote healthy living initiatives in the NTE and in particular, non alcoholic drinks and promotions, encourage responsible pricing and promotion offers e.g. discounts for non alcoholic drinks and pricing of soft drinks below the price of alcoholic drinks and healthy eating
- i. Develop and promote the overall package offered for the NTE by linking the entertainment offer, public transport, including taxis, parking and encourage branding the City Loop so that it is easier for people to come in and enjoy the NTE zones
- j. Enhance safety and perception of safety in the NTE by improving the provision of public toilets and increasing access to them, extending the ICE Bus and providing a safe place for people who cannot look after themselves.

64. However the impact and contribution of the Night Time Economy extends well beyond the functions of the city council and indeed, the public sector. Therefore, the Panel have made recommendations for the Southampton Partnership and suggested the use of a NTE Scorecard to monitor progress. In addition to the top recommendations outlined above, the Panel have made a series of further recommendation to the each of key Partnerships under the leadership of Southampton Partnership. It is worth noting that given the work that is happening parallel to this inquiry to develop the NTE Action Plan (Crime) the Panel has avoided duplicating recommendations likely to be included in that Plan.

65. Appendix D details these recommendations and links them with the issues they are intended to address and the likely outcomes. They have also been grouped by the Purple Flag scheme areas and includes several quick wins. The Panel feels strongly that each of

the suggestions included in the appendix should be implemented as the recommendations are intended to work as a whole to address NTE issues holistically.

### **Resourcing the Actions**

66. The Panel recognise that this is a long term and ambitious plan; however they also feel that in the past the NTE has not been given enough prominence (with the exception of crime and disorder) and resources have reflected this. Whilst several of the actions identified in the Plan can be integrated into existing programmes of work and budget streams (i.e. PFI lighting, City Renaissance Projects, improvements to existing services) there are others that will require varying levels of investment in order to be successful. The Council in conjunction with the Southampton Partnership will need to consider how existing resources can be redirected in order to support the implementation of the Action Plan in its response to this Inquiry report.
67. The Panel also recommends a cost benefit analysis is carried to ascertain the viability of undertaking these improvements as many have the potential to result in reduced pressure on the Police, council or PCT, increased investment in the City, greater spend in the local economy, an increase in tourism or an improvement in the image of the City. There are also creative ways to fund some of the actions that could be considered such as section 106 monies and joint working with licensees and entertainment venues in the NTE. Additionally external grants and funding sources should be fully explored, particularly in relation to maximising the use of the cultural quarter. The Panel recognise that a lack of baseline data in some of these areas makes it difficult to assess the impact of actions in some areas and therefore further research into the NTE is recommended as an urgent priority.

### **Measuring the impact of change**

68. In order to monitor the success of otherwise of the proposed actions and progress towards the vision, the Panel has developed a NTE Scorecard (Appendix C) which will help measure the impact of change. The Panel recognise that some of the indicators included in the Scorecard currently lack baseline data but there are actions included in the Action Plan which will address this and provide a more comprehensive evidence base.

### **Conclusion**

69. The NTE in Southampton has many examples of best practice and progress is being made in reducing crime and disorder. However, for too long the focus has been on crime and disorder at the expense of considering the NTE in a holistic way. In order for progress to continue and the NTE to benefit from the developments and investments that are currently taking place in Southampton, a broader approach is required.
70. For this to be achieved strong leadership, a clear vision and investment will be required. The benefits to the city of taking such an approach will be far reaching and impact much wider than just the NTE. Moving forward in this way will help realise the vision set out in the City of Southampton Strategy and Southampton will become a regional centre of excellence for evening and night time entertainment, offering a diverse and vibrant choice of activities for all its residents and visitors.

### Terms of Reference and Outline Plan

#### Terms of Reference: Night Time Economy

1. Scrutiny Inquiry Panel: Environment and Transport
2. Nature of the Inquiry: Full
3. Membership:
  - a. Councillor Thomas (Chair)
  - b. Cllr Drake
  - c. Cllr Galton
  - d. Cllr Payne
  - e. Cllr Odgers
  - f. Cllr Jones
  - g. Cllr Willacy
4. Purpose:
  - a. Exploration of the role of the Night Time Economy (NTE) including the impact of existing and future Council policies and partner relationships in the renaissance of the City Centre and contribution to the local economy.
5. Background:
  - a. Five year strategy and plan on the Southampton Night Time Economy commissioned by the City Centre Management and published in 2001.
  - b. Night Time Zones and Hubs identified by the above strategy have been incorporated into the City of Southampton Local Plan Review.
  - c. Cumulative Impact Policy with regard to licensed premises in the City Centre.
6. Objectives:
  - a. To develop a vision for Southampton's Night Time Economy and how this will be achieved, in light of the examination of the characteristics of the existing Night Time Economy and how this needs to change to encourage a wider range of residents and visitors to participate
  - b. To investigate the impact of Council Policies on night time activity in the following areas and to explore ways of mitigating these:
    - Licensing
    - Anti-Social behaviour
    - Violent crime
    - Community Safety including drug/alcohol abuse and underage drinking
    - Street Cleansing
    - Transport Policy
    - Public realm and Streetscene
    - Leisure and Culture
    - Development Plan
    - Promotion and Marketing of the Night Time Economy
    - Tourism
    - City Centre Management
  - c. To assess the potential for the future growth of the Night Time Economy, its contribution to the local economy and its role as an agent for renaissance including identifying external examples of best practice.
7. Methodology and Consultation:
  - a. Examination of existing policies and practices regarding the Night Time Economy.

- b. Interviews and discussions with key stakeholders including City Centre Management incorporating the shopping centres and Mayflower Theatre, Police, voluntary sector, universities, business organisations. Licensed Link, Bus and Taxi operators, Southampton Disabled Persons Consultative Group and residents' associations.
  - c. Consultation with Cabinet Members, Policy coordinators, Heads of Service and key officers.
  - d. Examination of good practise in other cities, e.g. Bristol, Reading, etc
8. Proposed Timetable:  
7 meetings: 30<sup>th</sup> September 2009, 14<sup>th</sup> October 2009, 4<sup>th</sup> November 2009, 25<sup>th</sup> November 2009, 9<sup>th</sup> December 2009 and 13<sup>th</sup> January, 2010. All meetings will commence at 4.30pm and will be held in a Civic Centre meeting room.

<b>DATE</b>	<b>MEETING THEME</b>	<b>TOPIC DETAIL</b>	<b>EVIDENCE PROVIDED BY</b>
<b>30<sup>th</sup> September 2009</b>	<b>Introduction to inquiry</b>	Gain an understanding of the policy context within the city and the links to major initiatives, plans and strategies relating to city centre development, culture and safety which have an impact on the night time economy.	<b>Tim Levenson, Head of City Development and Economy</b> and David Geddes, Locum - City Context, related strategies and plans: including the Economic Development Action Plan, Southampton Night Time Economy Strategy 2001 (developed by LOCUM) and Southampton Destination Development Plan (developed by LOCUM). <b>Nick Murphy, Executive Director of Neighbourhoods</b> highlighted the key role of culture in terms of broadening the appeal of the night economy in the city centre.
<b>4<sup>th</sup> November 2009</b>	<b>Community Safety, Planning and Licensing</b>	Gather evidence on the impact of the existing policies and practices relating to Crime and Disorder in the Night Time Economy.  Gain an understanding of the planning, regulatory and legal context within the city and the links to major plans and strategies which have had an impact on the development of the night time economy in its current form.	<b>Linda Haitana, Safer Communities Manager</b> and <b>Chief Inspector Alison Scott, Hampshire Constabulary</b> on crime and disorder in the Night Time Economy  Planning policy: <b>Paul Nichols, Head of Planning</b> and will include the Local Plan which identifies Night Time Zones and planning policies  Regulatory context: <b>Richard Ivory, Assistant Solicitor to the Council</b> and will include the Cumulative Impact Policy (of licensing)
<b>25<sup>th</sup> November 2009</b>	<b>Street Scene and Health</b>	Gather evidence on the impact of the existing policies and practices relating to the Night Time Economy to analyse the causes for existing problems, in particular health, street scene and city centre management.	Presenters included:: <b>Ian Welland, Chair of Streets Ahead Southampton Ltd</b> (City Centre Management Company) re Promotion and Marketing of the Night Time Economy, Tourism and City Centre Management  <b>John Horton, Parks and Street Cleansing Manager</b> on the impact that Southampton's Night Time Economy has on the street scene in Southampton The Chair allowed <b>Mr M Moore, East Bassett Residents Association</b> to address the Panel on the concerns of numerous residents  <b>Andrew Mortimer Director of Public Health</b> and <b>Dr Nick Sheron, Consultant</b> on the alcohol related impact that existing policies and practices relating to the Night Time Economy have on health in Southampton.

<b>DATE</b>	<b>MEETING THEME</b>	<b>TOPIC DETAIL</b>	<b>EVIDENCE PROVIDED BY</b>
<b>9<sup>th</sup> December 2009</b>	<b>Transport and the NTE</b>	Gather evidence on the impact of the existing policies and practices relating to transport and the Night Time Economy to analyse the causes for existing problems.	<b>Frank Baxter, Travel and Transport Policy Manager, Mr A Hornby, Blue Star Bus Company and Richard Ivory, Assistant Solicitor to the Council.</b> on the issues relating to the impact of the Night Time Economy (NTE) and transport.
<b>13<sup>th</sup> January 2010</b>	<b>Learn from good practice and vision development.</b>	Learn from experiences in other places through desk top research as well as a visit to a city which is recognised for using the Night Time Economy as an agent for renaissance and successfully implementing this vision (e.g. Brighton, Bristol, Nottingham, and Bournemouth). Recap on evidence received and start developing in vision for the NTE.	<b>Cllr Don Thomas, Chair of the Panel</b> on his personal account of the visit to Brighton  <b>Mr C Cesar, Night Time Economy Manager,</b> Streets Ahead Southampton Ltd about new initiatives in the City.  <b>Royston Smith Cabinet Member for Economic Development and the Dawn Baxendale Assistant Chief Executive (Economic Development and Regeneration)</b> on their views on the NTE in Southampton  <b>Suki Sitaram Head of Policy and Improvement,</b> summarising the information and evidence gathered so far and vision development.
<b>3 February 2010</b>	<b>Feedback from key stakeholders</b>	To hear the experiences and idea of key stakeholders in the NTE including residents, students and business .	<b>Councillors Bogle and Parnell, Mr A Kebble, Federation of Southampton Tenants and Residents Association (FOSTARA), Mr R Pitt, Street Pastors Coordinator, Mr T Thorne, Solent University, Ms R Bell, Southampton University, Mr S Ward, Vice President Student Support Solent University Student Union, Mr R Hancock, Public Relations Mayflower Theatre. Mr D Shear, Assistant Manager The Orange Rooms, Mr S Grant, General Manager De Vere Grand Harbour Hotel and Ms S Lynskey, CX Business Southampton.</b>
<b>March 10 2010</b>	<b>Agree final report</b>	Agree recommendations and approve report for submission to Overview and Scrutiny Management Committee	

## Appendix B

### Assessment against the NTE Inquiry Plan, 2001

	Action Plan	Responsibility	Indicative Cost	Potential Funding from	Action
1	The Local Plan should demarcate night zones and night corridors to prevent future friction between night activity and residential development.	SCC Planning Policy Department			<i>Principle accepted by Strategic &amp; Economic Development Portfolio 7 Jan 2002.</i>
2	It should also demarcate three night hub areas – a primary hub called “Below Bar” (including Bargate, Upper High Street, East Street and City Plaza) and secondary hubs in the Cultural Quarter and Leisure World.	SCC Planning Policy Department			<i>Addressed in Local Plan Review (2006) CLT15 5.51</i>
3	Upper High Street, Bargate and East Street should be closed to traffic, and restaurants and bars encouraged to spill out on to the pavements, and a Master Plan for its development prepared (inc. landscaping, architectural lighting, transport hubs, development, links with City Plaza etc) Note: Pedestrianisation can be implemented in advance of preparing and implementing the landscaping work and can be done on a trial basis.		£40,000 Master plan £1-3million Infrastructure	Existing funds, Developers, High Street traders, Heritage Lottery Fund etc	<i>Upper High Street and Bargate closed to traffic in 2005.  Landscaping etc awaiting approval of funding as part of QE2 Mile scheme. No start date agreed.</i>
4	Quiet at Night Zones should be created in the Old Town west of the High Street and in the Polygon.	SCC	£100,000		<i>Addressed in Local Plan Review (2006) CLT15 5.52 – 5.54. Strategic &amp; Economic Development Portfolio 7 Jan 2002 did not support blocking of pedestrian routes through the Old Town.</i>
5	Night time users of the city centre should be surveyed to ascertain who they are, where they come from, how they get there and back, what they do, and their opinions of different aspects of the experience.	City Centre Management using Southern Tourist Board	£4,000		<i>No survey of Night Time Users has taken place. Note: the Southern Tourist Board was abolished in 2002 and replaced by Tourism South East. (Source: David Wood Tourism Manager, SCC)</i>
6	Surveys should also be carried out in the	SCC using	£500-£2,500		<i>Unable to identify whether any surveys have taken</i>

	<b>Action Plan</b>	<b>Responsibility</b>	<b>Indicative Cost</b>	<b>Potential Funding from</b>	<b>Action</b>
	proposed Quiet at Night areas to ascertain exactly what the scale and nature of the problems are.	University of Southampton & Southampton Institute (now Southampton Solent University )			<i>place.</i>
7	The University should be encouraged to proceed as soon as possible with their scheme for Night Bus services, and First Southampton should be asked to experiment with the provision of services themselves.	SCC, University of Southampton, First Southampton		Self funding	<i>Night Bus services were relaunched in 2006 and are now run by Bluestar to locations across the region including Eastleigh, Hedge End, Millbrook, Shirley, Netley, Bitterne, Thornhill, Waterside and Winchester. Buses pick up hourly all over the city centre between 12.30am and 3.30am Friday and Saturday and have supervised boarding in Above Bar. <a href="http://www.southampton.gov.uk/visitors/traveltransport/buses.aspx">http://www.southampton.gov.uk/visitors/traveltransport/buses.aspx</a> <a href="http://www.bluestarbus.co.uk/routelist_nightstar.shtml">http://www.bluestarbus.co.uk/routelist_nightstar.shtml</a></i>
8	A shuttle service, sponsored by commercial beneficiaries, should be introduced between the High Street, Bedford Place and Leisure World, starting with Friday and Saturday nights.	SCC, City Centre Management, First Southampton, Leisure World	£10,000 pa		<i>No action identified.</i>
9	Business Improvement Associations, made up of landlords and tenants and under the ambit of City Centre Management, should be established for Below Bar, the Cultural Quarter and Bedford Place. They should recruit Night Managers and provide them with sufficient operational budget to take measures to improve the security appeal and appearance of	City Centre Management	£50,000pa each		<i>A city centre Business Improvement District referendum was unsuccessful in February 2009.  A Night Time Manager was appointed by Streets Ahead Southampton Ltd (City Centre Management) in 2009.</i>

	<b>Action Plan</b>	<b>Responsibility</b>	<b>Indicative Cost</b>	<b>Potential Funding from</b>	<b>Action</b>
	the areas at night.				
10	A Rapid Reaction police unit should be stationed on the High Street and Bedford Place between 10.30pm and 3am on Friday and Saturday nights to provide backup for CCTV and Southampton Licensing Link. Establishments operating at night should contribute to the <i>marginal</i> cost through Club Watch or the Below Bar Business Improvement Association.	Hampshire Constabulary	To be established		<i>There are currently up to 30 police officers in the High Street/Above Bar/Bedford Place areas on Friday/Saturday nights. (Source: Sgt Martin Conlan, Hampshire Constabulary Safer Neighbourhoods team for Southampton City Centre.)</i>
11	Security measures should be boldly advertised, especially on the High Street and Bedford Place.	Hampshire Constabulary, Club Watch	£5,000		<i>The above security measures are not advertised by the police.</i>
12	One section of the city should be branded as "Gastronomic Village" or similar. This could be Oxford Street, West Quay Phase 3 or the Cultural Quarter	City Centre Steering Group	£5,000		<i>No action identified.</i>
13	At least two major city centre night events should be planned by City Centre Management: we suggest a German Style Christmas Market on the High Street, and a mid summer evening music festival.	City Centre Management, City Council	£50,000 each	Sponsorship, exhibitor fees, Arts Council	<i>A German Style Christmas Market has been running on Above Bar pedestrian precinct since 2004, however this is mainly a day time event. It is open into the evening during December but is not a late night venue. Music events, under the banner of Emerging Artistic Talent and Music in the City, were held 29 April- 1 May and on 6 August 2006 which included evening performances.</i>

**NTE Scorecard**

<p><b>Policy/Partnership</b></p> <ul style="list-style-type: none"> <li>• Shared action plan and accountability</li> <li>• Check list for developments and plans to take into account the positive or negative impact the NTE</li> <li>• Continuous improvement in the NTE with a view to securing a purple flag in the medium term</li> <li>• Consistent understanding of the City Centre NTE area allowing for data comparisons</li> <li>• A mature dialogue with stakeholder groups including those who would go out more if the offer was improved and those concerned with the impact of the NTE</li> </ul>	
<p><b>Place</b></p> <ul style="list-style-type: none"> <li>• Clearly defined and well communicated distinctive areas of the city</li> <li>• Improvement in perception</li> <li>• Reduction in fear of crime at night time</li> <li>• Provision of public toilets</li> <li>• Reduction in proportion of vertical drinking establishments</li> <li>• Clean and well maintained streets at night</li> </ul>	<p><b>Appeal</b></p> <ul style="list-style-type: none"> <li>• Increase in diversity of venues other than vertical drinking establishments</li> <li>• Creative use of public buildings to extend the offer</li> <li>• Increased arts and culture activities and events</li> <li>• More use of open space for public events</li> <li>• An increase in visitor numbers both from within and outside Southampton and the retention of more cruise ship passengers in the city for overnight visits</li> <li>• Increase in diversity of people using the NTE</li> <li>• Reduction in the % of residents who identify more activities for teenagers as an improvement area in the Place Survey</li> </ul>
<p><b>Movement</b></p> <ul style="list-style-type: none"> <li>• Live time information in venues across the city centre</li> <li>• Co-ordinated transport links</li> <li>• Convenient and efficient means of arrival and departure, including at peak times.</li> <li>• Entertainment offer which includes parking, transport, theatre/cinema and dining</li> <li>• Improved signage from and between key points</li> </ul>	<p><b>Safety/Well Being</b></p> <ul style="list-style-type: none"> <li>• Reduced levels of alcohol and drug-related crime, noise, nuisance and anti-social behaviour.</li> <li>• A reduction in alcohol-related hospital admissions.</li> <li>• Improvement in perception of safety after dark</li> <li>• Reduction in percentage of offences that are linked to licensed premises</li> <li>• Reduction in the percentage of Criminal Damage offences that occur in the Bedford Place and Polygon</li> <li>• Absence of street fouling</li> </ul>

## Appendix D

### Recommended Draft Action Plan for Southampton Partnership

Key: P: Policy; PI: Place; A: Appeal; WB: Well Being; M: Movement; Bold  
Italics: Quick Wins

Purple Flag Category	Issues	Actions	Outcomes
<b>Economy and Enterprise Board</b>			
<b>P</b>	<ul style="list-style-type: none"> <li>• NTE needs to be more mainstreamed into the policies and plans of council and partners</li> <li>• Need a broader approach to managing the NTE which has a strategic remit and is wider than just crime and alcohol</li> <li>• The improvement and diversification of the NTE needs stronger leadership and profile</li> <li>• Lack of an holistic experience in the NTE</li> </ul>	<ul style="list-style-type: none"> <li>• <b><i>Introduce a cross cutting partnership NTE Delivery Board led by Streets Ahead</i></b></li> <li>• Develop a joint NTE strategy with the NTE action plan integrated and that links to and influences other key council strategies. The communication of the new strategy to all stakeholders will need to be a priority in order to raise the profile of the vision for the NTE. Consider a conference for all local stakeholders.</li> <li>• Closer partnership between Planning and Licensing</li> <li>• Ensure impacts on the NTE are considered for all new policies and projects - see checklist</li> </ul>	<ul style="list-style-type: none"> <li>• A coherent and joined up approach to the whole of the Night Time Economy</li> <li>• Continuous improvement in the NTE with a view to securing a purple flag in the medium term</li> <li>• Added value through collaboration, avoidance of policies cancelling each other out.</li> <li>• Champions committed to the vision for the NTE and its achievement</li> </ul>
<b>P, M</b>	<ul style="list-style-type: none"> <li>• Lack of knowledge and data about the NTE – including perceptions of users and non users, information about late night travel flows, market analysis.</li> </ul>	<ul style="list-style-type: none"> <li>• Undertake detailed research/consultation to better understand the NTE</li> <li>• Need to define and align boundaries for NTE. City Centre plan needs to ensure it includes leisure world/Bedford place/London road/ocean village and town quay. Need to consider Portswood and Bevois Valley – should they be included?</li> <li>• Introduce an annual NTE scorecard, possibly integrated into</li> </ul>	<ul style="list-style-type: none"> <li>• Focused intervention based on good data</li> <li>• Consistent understanding of the City Centre NTE area allowing for data comparisons</li> <li>• Policy making informed by relevant research</li> <li>• Understanding of market opportunities</li> <li>• A mature dialogue with stakeholder groups including those who would go out more if the offer was improved and those concerned with the impact of the NTE</li> </ul>

Purple Flag Category	Issues	Actions	Outcomes
		<p>the city health check which should be expanded to include the NTE.</p> <ul style="list-style-type: none"> <li>Local Economic Assessment – need to ensure NTE is included</li> </ul>	
<p><b>P, A, WB, PL</b></p>	<ul style="list-style-type: none"> <li>Over domination of vertical drinking establishments</li> <li>Areas with a high concentration of bars and clubs</li> <li>Lack of diversity of offer to attract visitors with different interests and at different times in the day, evening and night</li> <li>Limited choice and diversity of food and dining for families, old and young</li> <li>More imaginative and creative use of developments and street furniture/ arts to enhance the public realm and offer at night needed</li> </ul>	<ul style="list-style-type: none"> <li><b>Facilitate a Café culture with more use of street tables and chairs</b></li> <li>Review the NTE zones and facilitate an approach which creates distinctive areas of the city (e.g. cultural zone, restaurant zone, bars/clubs zone)</li> <li>Encourage through planning and licensing food and drink establishments that are more diverse and attract a wider clientele e.g. family-friendly, serve the incomers for the Mayflower Theatre, attract the after work crowd, appeal to older NTE users/potential users.</li> <li>Alternate uses for empty shops and shop windows – i.e. cover with quality images, offer to universities, local artists for exhibits.</li> <li>Need to improve pedestrian routes and lighting between Old Town and Oxford Street so that proposed developments link with Oxford Street</li> <li>Ensure appropriate engagement with and encouragement to developers regarding the NTE offer including development of a checklist to ensure impacts on the NTE are considered</li> </ul>	<ul style="list-style-type: none"> <li>Increase in the number of people using the city centre on Fri/Sat nights from c.28,000 in 2009 and increasing the proportion of local residents from two thirds</li> <li>An increase in visitor numbers both from within and outside Southampton and the retention of more cruise ship passengers in the city for overnight visits</li> <li>Existing offer to be complemented by a diverse range of non alcoholic and dining offer attracting families, older people etc</li> <li>An increase in the number of people who feel safe in the city centre after dark</li> </ul>
<p><b>WB</b></p>	<ul style="list-style-type: none"> <li>Lack of public toilets and resulting</li> </ul>	<ul style="list-style-type: none"> <li><b>Facilities in pubs and clubs (particularly toilets) in the area</b></li> </ul>	<ul style="list-style-type: none"> <li>Reduction in public urination</li> <li>Increased safety of</li> </ul>

Purple Flag Category	Issues	Actions	Outcomes
	<p>problem of urinating in alley ways, doorways and parks. High numbers. Women in the parks. Environmental Health / personal safety.</p>	<p><b><i>should be maintained to a good standard to encourage customers to use them before they leave – regular environmental health inspections</i></b></p> <ul style="list-style-type: none"> <li>• Undertake detailed assessment of options for addressing toilet shortages (including s106 agreements, consortia funding, portable facilities, public toilet scheme and pop up facilities)</li> </ul>	<p>women as a result of not putting themselves at risk.</p>
<b>WB</b>	<ul style="list-style-type: none"> <li>• Litter associated with late night take-aways</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction of Street Litter Control Notices for take-aways that persistently have a problem with litter on and near their forecourts</li> </ul>	<ul style="list-style-type: none"> <li>• Clean and well maintained streets at night</li> </ul>
<b>Safe City Partnership</b>			
<b>WB</b>	<ul style="list-style-type: none"> <li>• Alcohol related crime, ASB and other safety related issues</li> <li>• Visible police presence – currently not consistent i.e. observed lots of police early on Friday evenings very few on Tuesday student nights</li> <li>• Perception of the town centre at night not consistent with the reality</li> <li>• Preloading</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of the NTE Operational Action Plan</li> <li>• Collect and share information on the hard core offenders of alcohol abuse</li> <li>• Review the application of the Designated Public Place Order to ensure sufficient publication and enforcement.</li> <li>• Make a case to the relevant departments and GOSE about the importance of introducing alcohol minimum pricing legislation is also applied to the retail trade.</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in crime and disorder</li> <li>• An increase in the number of people who feel safe in the city centre after dark</li> <li>• Decrease in the percentage of local residents who perceive drunk and rowdy behaviour as a problem from 23% in 2009.</li> <li>• Reduction in alcohol related emergency hospital admissions</li> </ul>
<b>WB, A</b>	<ul style="list-style-type: none"> <li>• Areas with a high concentration of bars and clubs</li> <li>• Alcohol related crime, ASB and other safety related issues</li> </ul>	<ul style="list-style-type: none"> <li>• Use licensing powers to limit or remove licenses of premises where drink-related violence most occurs</li> <li>• Ensure opportunities provided by future changes to the Licensing Act are used creatively,</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in crime and disorder</li> <li>• Reduction in alcohol related emergency hospital admissions</li> <li>• Clean and well maintained streets at night</li> <li>• Reduction in glass related injuries.</li> </ul>

Purple Flag Category	Issues	Actions	Outcomes
	<ul style="list-style-type: none"> <li>Cheap drinks promotions</li> <li>Glass bottles,(but saw several door staff/managers picking up glass as do street pastors) and broken glass on roads (taxi's driving over)</li> </ul>	<ul style="list-style-type: none"> <li>Polycarbonate glasses for all late license venues and those within the night time hubs to be a license condition</li> </ul>	
<b>M, WB</b>	<ul style="list-style-type: none"> <li>Attractions are dispersed over a large geographical area without the connectivity to arrival points being clear</li> <li>Poor pedestrian routes in some areas need increased lighting</li> <li>Poor lighting in some areas</li> <li>Dangerous proximity of drinkers to cars around Bedford Place, Carlton Place area.</li> <li>Need to create links between the theatre offer, shopping, dining out etc with links to parking offer, public transport etc</li> </ul>	<ul style="list-style-type: none"> <li><b>Alteration of parking policy so that people need not leave the theatre/dinner to top up their parking ticket</b></li> <li>Extend taxi marshals where viable in hotspots</li> <li>Ensure the additional street lighting provided by the lighting PFI is used to improve poorly lit pedestrian routes in and around the city centre</li> <li>Enable other safe and fun ways of getting around the city that would connect it up better at night-time, e.g. NTE bus between different bits of city (Leisure World, High St, Bedford Place, Oxford St, Ocean Village), rickshaws,</li> <li>Carry out a study as to the benefits of pedestrianising the area around Bedford Place on Student Night and the weekend nights.</li> <li>Review the effects of the introduction of night-time parking charges on the NTE</li> </ul>	<ul style="list-style-type: none"> <li>An increase in safer routes home</li> <li>Avoidance of 'no go areas' after dark</li> <li>Creation of a safe pedestrian environment including outside busy venues at peak times</li> <li>Reduction in crime and disorder</li> </ul>
<b>WB</b>	<ul style="list-style-type: none"> <li>Problems with licensing link radio – the current system does not make it easy to obtain one</li> </ul>	<ul style="list-style-type: none"> <li><b>Wider role out of Licensing link in the city centre– better promotion, dedicated website, easier to obtain a radio, include as criteria in Best Bar</b></li> </ul>	<ul style="list-style-type: none"> <li>Increased collaborative working</li> <li>Reduction in crime and disorder</li> <li>Reduction in hospital admissions</li> </ul>

<b>Purple Flag Category</b>	<b>Issues</b>	<b>Actions</b>	<b>Outcomes</b>
	(licensees need to sign up and then buy own radio rather than a single process)	<b>None</b>	
<b>WB</b>	<ul style="list-style-type: none"> <li>Noise created by people leaving the NTE disturbing local residents</li> </ul>	<ul style="list-style-type: none"> <li>Engagement with residents living in the areas most affected in order to establish the scale of the problem.</li> <li>Introduction of 'quiet zones' in areas most affected</li> </ul>	<ul style="list-style-type: none"> <li>Decrease in the percentage of local residents who perceive drunk and rowdy behaviour as a problem from 23% in 2009.</li> <li>Reduction in crime and disorder</li> </ul>
<b>Children and Young People's Trust</b>			
<b>P, A</b>	<ul style="list-style-type: none"> <li>Lack of knowledge and data about the NTE – what families and young people like and would like introduced</li> <li>Little for under 18s to do in the city centre in the evening</li> </ul>	<ul style="list-style-type: none"> <li>Carry out research with children and young people into their aspirations for the evening and NTE economy and the cultural quarter</li> <li>Research with families into their perceptions and desires for the NTE</li> </ul>	<ul style="list-style-type: none"> <li>Increase in diversity of young people using the NTE</li> <li>Reduction in the % of residents who identify</li> <li>More activities for teenagers as an improvement area in the Place Survey</li> </ul>
<b>Health and Well Being Partnership</b>			
<b>WB</b>	<ul style="list-style-type: none"> <li>Alcohol related crime, ASB and other safety related issues</li> <li>Awareness raising of alcohol harm</li> </ul>	<ul style="list-style-type: none"> <li>Build on drug and alcohol awareness campaigns</li> <li>Facilitate the introduction of promotions for non alcoholic drinks e.g. buy alcohol get non alcoholic drink free, drivers get free drinks etc</li> </ul>	<ul style="list-style-type: none"> <li>Reduction in crime and disorder</li> <li>Reduction in alcohol related hospital admissions</li> </ul>
<b>A, WB</b>	<ul style="list-style-type: none"> <li>Lack of knowledge and data about the NTE</li> </ul>	<ul style="list-style-type: none"> <li>Carry out research on identifying and reducing inequalities in the NTE and encouraging more involvement from under represented groups (i.e. disability, religion, sexuality)</li> </ul>	<ul style="list-style-type: none"> <li>Increase in diversity of</li> <li>People using the NTE</li> </ul>
<b>City Branding Group</b>			
<b>M, M, PL</b>	<ul style="list-style-type: none"> <li>Attractions are dispersed over a large geographical area without</li> </ul>	<ul style="list-style-type: none"> <li>Improved signage. Introduce r electronic signs (like in European cities) that show what's going on and how to get</li> </ul>	<ul style="list-style-type: none"> <li>An increase in safer routes home</li> <li>On street guidance and co-ordination</li> <li>Integration of modes of</li> </ul>

Purple Flag Category	Issues	Actions	Outcomes
	<p>the connectivity to arrival points being clear</p> <ul style="list-style-type: none"> <li>• Lack of visible signs way marking and interpretation, and poor clarity of the links between pedestrian routes and transport hubs, for the whole city centre</li> <li>• Need to create links between the theatre offer, shopping, dining out etc with links to parking offer, public transport</li> </ul>	<p>there (perhaps interactive) throughout the city centre. Explore the use of human signage for key events.</p> <ul style="list-style-type: none"> <li>• Live travel information available in key venues</li> </ul>	<p>movement and communication leading to increased appeal and safety.</p>
<b>A, WB</b>	<ul style="list-style-type: none"> <li>• Perception of the town centre at night not consistent with the reality</li> <li>• Make more of our heritage</li> </ul>	<ul style="list-style-type: none"> <li>• PR and promotion of alternative side of city, e.g. 3rd biggest theatre, heritage, sports and leisure, waterfront activities - (link up with Southampton Partnership plans)</li> <li>• Work with partners to market Southampton as an exciting evening and night time destination and increase cross-promotional work with neighbouring authorities</li> <li>• A campaign to showcase the NTE to coincide with the cultural quarter launch</li> <li>• Publicity – introduce a what's on guide and restaurant guide</li> <li>• Targeted marketing of events – ensure mosaic knowledge is used to reach target audiences. e.g. vaults wine tasting.</li> </ul>	<ul style="list-style-type: none"> <li>• An increase in visitor numbers both from within and outside Southampton and the retention of more cruise ship passengers in the city for overnight visits</li> <li>• An increase in the number of people who feel safe in the city centre after dark</li> <li>• Decrease in the percentage of local residents who perceive drunk and rowdy behaviour as a problem from 23% in 2009.</li> <li>• Increase in diversity of people using the NTE</li> </ul>
<b>WB</b>	<ul style="list-style-type: none"> <li>• Perception of the town centre at night not consistent with the reality</li> </ul>	<ul style="list-style-type: none"> <li>• Improve consultation and communication with residents and visitors over the NTE.</li> <li>• <b>Article in City View on new initiatives –</b></li> </ul>	<ul style="list-style-type: none"> <li>• An increase in the number of people who feel safe in the city centre after dark</li> <li>• Decrease in the percentage of local</li> </ul>

Purple Flag Category	Issues	Actions	Outcomes
		<i>asb/violent crime figures going down</i>	<p>residents who perceive drunk and rowdy behaviour as a problem from 23% in 2009.</p> <ul style="list-style-type: none"> <li>• Increase in diversity of people using the NTE</li> <li>• An increase in visitor numbers both from within and outside Southampton and the retention of more cruise ship passengers in the city for overnight visits</li> <li>• A mature dialogue with stakeholder groups including those who would go out more if the offer was improved and those concerned with the impact of the NTE</li> </ul>
<b>SHAPe</b>			
<b>A, PL</b>	<ul style="list-style-type: none"> <li>• Opening hours of Public buildings is traditional - museums, art galleries, library, heritage sites are not open later in the evening</li> <li>• Need greater use of parks and other public open spaces for attracting city centre workers and visitors to stay on after 5 pm</li> <li>• Use of events and cultural activities to attract the public after hours</li> <li>• Need to make more of our heritage</li> <li>• Lack of evening live entertainment in non traditional venues (e.g. civic centre,</li> </ul>	<ul style="list-style-type: none"> <li>• <b><i>Need to ensure events including the events planned for this year in the old town and guildhall square do not finish too early and encourage people to stay and enjoy the NTE</i></b></li> <li>• Events by water in Mayflower Park and Ocean Village that attract families and a mix of people - can link in to maritime heritage from Mayflower to Titanic to Olympic themes or link in with cruise ship arrivals on a more organised basis</li> <li>• Put on open air arts-related events in Guildhall Square to encourage people to think of the area as an Arts Quarter over the next few years as it changes, e.g. fireworks, son et lumiere, cinema, night-time food market, open-air theatre and performance, musical events - get sponsorship from local business</li> <li>• Open up the Art Gallery</li> </ul>	<ul style="list-style-type: none"> <li>• More arts and culture events and an increased focus on promoting the history and heritage of the City</li> <li>• An increase in visitor numbers both from within and outside Southampton and the retention of more cruise ship passengers in the city for overnight visits</li> <li>• Increase in diversity of people using the NTE</li> <li>• An increase in the number of people who feel safe in the city centre after dark</li> </ul>

Purple Flag Category	Issues	Actions	Outcomes
	<ul style="list-style-type: none"> <li>church halls etc)</li> <li>• Lack of diversity of offer to attract visitors with different interests and at different times in the day, evening and night</li> </ul>	<ul style="list-style-type: none"> <li>till 10pm at weekends or trial it Friday or Saturday night with the cafe open more like a restaurant</li> <li>• Look at how public spaces can be used for evening and night time entertainment</li> <li>• Establish an annual night time festival along the lines of white nights etc. This could be timed to co-inside with the Boat Show.</li> </ul>	
<b>A, PL</b>	<ul style="list-style-type: none"> <li>• Over domination of vertical drinking establishments</li> <li>• Areas with a high concentration of bars and clubs</li> <li>• Lack of diversity of offer to attract visitors with different interests and at different times in the day, evening and night</li> <li>• Limited choice and diversity of food and dining for families, old and young</li> <li>• More imaginative and creative use of developments and street furniture/ arts to enhance the public realm and offer at night needed</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure the NTE is a consideration in the development of the old town and how arts and culture can be used to regeneration the area</li> </ul>	<ul style="list-style-type: none"> <li>• Existing offer to be complemented by a diverse range of non alcoholic and dinning offer attracting families, older people etc</li> </ul>
<b>A</b>	<ul style="list-style-type: none"> <li>• Lack of diversity of offer to attract visitors with different</li> </ul>	<ul style="list-style-type: none"> <li>• Explore with LOCOG the possibility of securing a BBC big screen for Guildhall Square</li> </ul>	<ul style="list-style-type: none"> <li>• An increase in visitor numbers both from within and outside Southampton and the retention of more cruise ship passengers in</li> </ul>

Purple Flag Category	Issues	Actions	Outcomes
	<p>interests and at different times in the day, evening and night</p> <ul style="list-style-type: none"> <li>• Need greater use of parks and other public open spaces for attracting city centre workers and visitors to stay on after 5 pm</li> </ul>		<p>the city for overnight visits</p> <ul style="list-style-type: none"> <li>• Increase in diversity of people using the NTE</li> </ul>
<b>Later Years Partnership</b>			
<b>P, A</b>	<ul style="list-style-type: none"> <li>• Lack of knowledge and data about the NTE – what older people like and would like introduced</li> <li>• Little for under 18s to do in the city centre in the evening</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement with older people regarding the NTE</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in diversity of people using the NTE</li> </ul>

## Appendix E

### Summary of evidence: Key statistics quoted by people making submissions

<b>Statistic</b>	<b>Source</b>	<b>Comment</b>
There are 859 licensed premises in the city, 408 in the city centre	Richard Ivory, Assistant Solicitor to the Council	Might be useful to categorise them and map them to show clusters.
Capacity of licensed establishments is c.30,000-35,000. Oceana (capacity 4,000) is the largest club on the South Coast.	Linda Haitana, Safe City Partnership	Could perhaps be usefully be broken down by zone.
"Ballpark estimate" that c.28,000 people use the city centre on Fri/Sat nights.	Safe City Partnership	
Two thirds estimated to be Southampton residents - based on Emergency Dept postcode data and a small survey in 2008.	Safe City Partnership	This implies c.9-11,000 people from outside the city on Fri/Sat nights, perhaps suggesting c.£300,000 is spent by people from outside the city every Fri and Sat night
Most bars and clubs stay open to 3 a.m. There are no 24 hours premises in Southampton and only a very small number open to 04:00 or 04:30.	Safe City Partnership	
Violent crime is 23% of all crime in Southampton. A quarter of all recorded incidents of violent crime occur on a Friday and Saturday night in the city centre. Violence offences peak in line with peak night economy operating and closing times (23:00 to 03:00).	Safe City Partnership	It is unclear what the nature of the crime is and exactly how it is stimulated by the night economy.
<b>Error! Reference source not found.</b> shows where violent offences took place. Tagging on Police systems show that 62% of offences are linked to licensed premises.	Safe City Partnership	
Criminal Damage offences correlate with pub and club closing times. In Apr-Jun 2009, more than 50% of 115 criminal damage offences were in Bedford Place and Polygon area.	Safe City Partnership	As with other evidence provided to the Panel, this points to the need for a most rigorous management regime in Bedford Place/Polygon.
Local use of IonTrak a device to detect traces of drugs from customers entering a licensed premise found comparatively low levels of drugs in the NTE in Southampton.	Safe City Partnership	The Panel has had little information on drug use.
Local hospital admissions to the Emergency Department as a result of assault in the city centre between the hours of 18:00 and 09:00 are around 1,100 per annum, with a big concentration on weekends. Alcohol is a contributing factor in 84% of cases	Safe City Partnership	
Southampton Emergency Department	Dr Andrew	Not clear how much of this is

<b>Statistic</b>	<b>Source</b>	<b>Comment</b>
Admissions – 3,976 admissions alcohol-related 9.4% of total. c.1,300 male 15-34, female c.750. c.650 admissions, 58 to intensive care.	Mortimore, Director of Public Health	directly attributable to the night economy, however, as opposed to alcohol intake elsewhere.
Emergency Dept data for assaults (total 290 May-July 2009) –dominated by those induced by alcohol and taking place at the weekend.	Director of Public Health	
Injuries from the night economy account for 71% of Emergency Department admissions requiring immediate transport by ambulance coming from the NTE area	Safe City Partnership	Not clear if this is only during night economy or only Friday and Saturday.
Latest Home Office data on Crimes per 1,000 residents (01 Jun 09 to 31 Aug 09) for Violence Against the Person (VAP) ranks Southampton 14th out of 15 in the Most Similar Group. VAP per 1,000 residents in that group ranged from Greater Manchester with 2,989 through to Cardiff with 5,115, Portsmouth with 6,751, Bristol 7,691 to Southampton 8,573 and Blackpool 8,843. Similarly Criminal Damage in the city (often used as a proxy measure for ASB) is also comparatively high.	Safe City Partnership	
c.17 incidents per week of drunken pedestrians on streets, 7 on Saturday night. 14 under age 30.	Frank Baxter	Source, area and period covered unclear.
About 6 incidents of drunk driving in the city centre per week, most under the age of 30.	Frank Baxter	Ditto
Recent Place Survey: only 23% of local residents thought the Police and Council are tackling crime and anti-social behaviour and perceptions of drunk and rowdy behaviour as a problem also featured as a big concern for local people.	Safe City Partnership	
Median intake by Southampton University Students on a night out – 20 units male, 13 units female.	Director of Public Health	

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