

**Response to the Recommendations of the Environment and Sustainability  
Scrutiny Panel on the Night Time Economy (NTE)**

Recommendation	Response	Action	Responsible Officer
<p>1. Nominate 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.</p>	<p>An Approach has been made to Streets Ahead Southampton who will accept the Champion/leader role subject to confirmation by the Streets Ahead Board and agreed support from the City Council.</p>	<p>1. There is a need to agree with Streets Ahead Southampton the support that can be provided and arrangements for coordinating and promoting the NTE.</p> <p>2. Street Ahead Southampton to work in liaison with the Southampton Thematic Partnerships, as well as city centre businesses in the implementation of the Action Plan particularly the quick wins.</p> <p>3. Effectiveness of proposed arrangements to be reviewed periodically.</p>	<p>Tim Levenson</p>

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<p>2. Examine the effectiveness of planning policy in establishing hubs, creating attractive public open spaces, pedestrianisation of the city centre to deliver the NTE vision detailed in the report</p>	<p>Work is currently proceeding on the City Centre Master Plan/City Centre Action Plan which will revisit planning policy on night hubs (and zones) and consider proposals for future public spaces and pedestrianisation of the City Centre.</p>	<ol style="list-style-type: none"> <li>1. Surveys to be carried out of late night uses established since approval of the policy.</li> <li>2. A consultant team is already in place and is taking forward the City Centre Master Plan. Proposals to emerge during 2011 with public consultation taking place during the Summer 2011.</li> </ol>	<p>Paul Nichols/ Tim Levenson</p>
<p>3. Examine the use of 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.</p>	<p>Licensing policy by law cannot take into account planning policy. However the Cumulative Impact Policy can and does take into account the negative impact of drinking on residential areas if there is an evidential base.</p>	<ol style="list-style-type: none"> <li>1. Work on the City Centre Action Plan will look at the interface of planning policy with the licensing Cumulative Impact Policy with regard to protecting residents from the negative impact of drinking.</li> <li>2. Draft revised Licensing Policy due to go out to consultation shortly for consideration by Council in November 2010 to take action 1 above into account.</li> </ol>	<p>Richard Ivory/ Paul Nichols</p>

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		<p>3. Licensing and Planning to form part of the proposed Corporate Strategic Group on the NTE.</p>	
<p>4. Make more use of the history and heritage that Southampton has to offer and opportunities presented by future developments eg Watermark WestQuay and the Cultural Quarter to improve the evening and night time economy.</p>	<p>The Cultural Quarter provides a key opportunity to extend the evening offer and there are potential opportunities through existing facilities eg Art Gallery, and future facilities eg Guildhall Square – events programme, Sea City Museum and the proposed Arts Complex to extend activity into the evening. Other attractions such as the Tudor House Museum, and the Bargate could be considered in the context of the Old Town becoming more of a destination. This will need to have regard to financial implications and impact on adjacent uses and activity. Proposed uses for Watermark WestQuay will also potentially contribute to the evening economy.</p>	<ol style="list-style-type: none"> <li>1. Evening activity and opening hours of existing and proposed heritage and cultural facilities to be investigated,</li> <li>2. Further detail to be sought from Hammerson on the potential contribution of Watermark WestQuay to the evening economy.</li> </ol>	<p>Mike Harris/ Tim Levenson</p>

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<p>5. Target effort and focus to grow the early and mid evening offer, make it pleasant and attractive for all people (eg jazz bars and clubs, café culture etc) so that people stay on and come into the city centre in the evening.</p>	<p>See comments from (4) above. The key opportunities for growing the early to mid evening offer in the short to medium term will be the Cultural Quarter and Watermark WestQuay.</p>	<p>See comments from (4) above</p>	<p>Mike Harris/ Tim Levenson</p>
<p>6. Agreement 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.</p>	<p>In the light of (1) above and Streets Ahead Southampton adopting this role the consultee status will not be statutory but just as a consultee.</p>	<p>Streets Ahead Southampton to be consulted on all major City Centre developments to ensure that a night time economy perspective is taken into account.</p>	<p>Paul Nichols</p>

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<p>7. Brand the evening and NTE offer, promote and market it including more high profile events in the city (eg 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</p>	<p>Effective branding, promotion and marketing of the City Centre of which the NTE is an important part needs to be carried out. Individual areas of the City Centre should be marketed by business ie Traders Associations encouraged by Streets Ahead Southampton. High profile events need to be considered, initially at least, in the context of Guildhall Square and the proposed City Plaza as part of Watermark WestQuay.</p> <p>The need to make the night time economy areas more distinctive in terms of its public realm and lighting effects will come through individual development schemes. For example the City Council funded Guildhall Square scheme will have the benefit of a new lighting system which. includes the lighting up of the façade of the Guildhall.</p>	<ol style="list-style-type: none"> <li>1. The role of 'Marketing Southampton' in branding, promoting and marketing the NTE will need to be investigated.</li> <li>2. Streets Ahead Southampton as NTE champion will need to encourage Traders Associations to promote individual areas of the City Centre.</li> </ol>	<p>Ben White</p>

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7. Cont.	The City Plaza element of Watermark WestQuay will also be distinctive in terms of the high quality of the public realm and lighting effects. The QE2 Mile which has been the focus of recent and extensive enhancement including lighting connects most of the existing and proposed NTE areas		
8. Develop, encourage and promote healthy living initiatives in the NTE and in particular, non alcoholic drinks and promotions, encourage responsible pricing and promotion offers etg discounts for non alcoholic drinks and pricing of soft drinks below the price of alcoholic drinks and healthy eating.	This is accepted in principle although there may be clear limitations of what can be achieved. This recommendation will be pursued through the Tackling Alcohol Partnership and its developing links with the Health and Wellbeing Partnership.	Work Through the Tackling Alcohol Partnership to; <ul style="list-style-type: none"> <li>1. Research good practice.</li> <li>2. Link to the national agenda on pricing and respond to any consultation through Licensing.</li> <li>3. Link with and develop this work through the Health and Wellbeing partnership.</li> </ul>	Linda Haitana

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<p>9. Develop and promote the overall package offered by the NTE by linking the entertainments offer, public transport, including taxis, parking and encourage the City Loop so that it is easier for people to come in and enjoy the NTE zones,</p>	<p>There is a need to join up the approach to the NTE not only with regard to day to day management but also strategically in the light of emerging work on the City Centre Masterplan and City Centre Action Plan and progress on major development projects within the City Centre.</p>	<p>1. Establish corporate groups to link up the various aspects of the NTE both its management and strategic planning and support the NTE champion in the implementation of the NTE Action Plan.</p>	<p>Tim Levenson</p>
<p>10. Enhance safety and perception of safety in the NTE by improving the provision of public toilets and increasing access to them, extending the ICE Bus and providing a safe place for people who cannot look after themselves.</p>	<p>The principle of improving public toilet provision is accepted but only when resources allow. In the interim there is a need to encourage City Centre business in opening facilities to the general public. The ICE Bus is just one of the initiatives to improve safety in the NTE; Street Pastors, also contribute to increasing safety perceptions and free up police resources to increase their presence on the street.</p>	<p>1. Negotiate with JC Deceaux regarding provision of further toilet facilities in the city centre. 2. Cllr led Public Toilet Review Group to continue to engage with business about allowing access to facilities by the general public</p>	<p>Jon Dyer-Slade/ Ben White</p>