
DELIVERING A SAFE AND WELCOMING NIGHT TIME ECONOMY

REPORT OF HEAD OF PERFORMANCE AND PARTNERSHIPS

AGENDA ITEM:

PORTFOLIO: COMMUNITY & HOUSING (COUNCILLOR LYNDA THORNE)

Reason for this Report

1. To update the Cabinet on the development of a strategy for the effective management of the night time economy in Cardiff.
2. To provide information on how the strategy will both manage and maintain the current provision of the existing night time economy.
3. To seek approval for the strategy and the partnership sign off process.

Background

4. The strategy has been developed in partnership through a Night Time Economy Steering Group, which is a sub-group of the Safer & Cohesive Communities Programme Board, which falls under the Cardiff Public Services Board.
5. The strategy sets out how partners will work together to build on the success of Cardiff's night time economy, to ensure it is safe, successful and inclusive as possible. The strategy will provide a framework to continue to work with partners to ensure that the necessary commitments and resources are secured so that that existing best practice is sustained, and new best practice can be adopted.
6. The strategy links closely with a number of other key council documents and initiatives, including the Rough Sleepers Strategy and ongoing work to tackle anti-social behaviour resulting from street based and chaotic drug and alcohol abuse. A multi-agency taskforce has been established and will co-ordinate responses to aggressive begging, discarded drug paraphernalia and street based drug use. The work of the taskforce will be closely aligned to the action plans contained in this strategy where actions relate and impact on the evening and night time economy.

7. The strategy aligns with and will support projects, campaigns and initiatives that promote the cities' cultural assets and will broaden the appeal of the night time economy, for example the city's new music strategy, which is currently under development.

Delivering a Safe and Welcoming Night Time Economy

8. The strategy focuses on the main area of Cardiff's night time economy, which currently lie in the City Centre and Cardiff Bay. However, it is noted that smaller night time economy economies are developing around Cowbridge Road East and City Road, and the city centre is spreading out to meet them. New developments are also emerging around Central Square and Dumballs Road, which, along with new student accommodation, may shift footfall further. This will inevitably change how the night time economy will need to be managed and the strategy will ensure that processes are in place to review and adapt the accompanying action plans in order to meet these new challenges.
9. As part of the development of the strategy, three overarching priority areas have been identified for Cardiff's night time economy:
 - Movement in and around the night time economy
 - Preventing crime and disorder in the night time economy
 - A safe and welcoming night time economy for all
10. In order to achieve these three priorities, the strategy aims to:
 - Make Cardiff a safe, welcoming and diverse night time economy
 - Improve infrastructure and transport in Cardiff's night time economy
 - Better understand why people choose to visit Cardiff's night time economy and why they choose not to
 - Attract a wide range of customers by offering a greater variety of options
 - Change any negative perceptions of Cardiff's night time economy
 - Work with partners to ensure that funding for existing best practice can be sustained
11. Action plans identifying activity and interventions have been developed for each priority area. Delivering the strategy will also require close working with the Businesses Improvement District (recently rebranded as FOR Cardiff) to achieve accreditation under the Purple Flag scheme in 2018. Successful accreditation will raise the profile of the City and ensure that Cardiff can learn from examples of good practice in other cities.

Delivering in Partnership

12. Once the strategy has been published, the Night Time Economy Steering Group will continue to meet to drive the delivery of the strategy's action plans. The Steering Group will report into the Safer & Cohesive Communities Programme Board on a regular basis.

13. As a partnership document the strategy will be approved by the relevant partner organisation who are all invested in its successful delivery, prior to publication. This will include the Councils Public Protection Sub Committee and the Cardiff & Vale University Health Board.
14. Final sign off will come from the Cardiff Public Services Board, which will be accountable for the strategy's implementation. The operational management of the strategy's implementation will take place through the Safer & Cohesive Communities Programme Board, and the Night Time Economy Steering Group.

Reasons for Recommendations

15. To approve the strategy prior to consideration by relevant partners and before final sign off by the Cardiff Public Services Board.

Legal Implications

16. There are no legal implications arising from this report.

Financial Implications

17. There are no direct implications, however one of the aims of the strategy is to work with partners to ensure that funding is available for existing service provision and continued best practice is sustained.

HR Implications

18. There are no direct HR implications arising from this report.

Recommendations

19. Cabinet is recommended to approve the strategy for sign off by all relevant partners as outlined in this report.

Christine Salter
Corporate Director - Resources
26 November 2017

The following appendices are attached:

Appendix A - Cardiff's Night Time Economy Strategy 2017/2020
Appendix B - Equality Impact Assessment
Appendix C – Statutory Policy Screening