

Delivering a Safe and Welcoming Night Time Economy Our Plan 2017-2022

DRAFT





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Foreword

Cardiff has a thriving daytime economy and is renowned for successfully hosting large sporting and cultural events. Based on this success and as one of the fastest growing cities in the UK, the popularity of Cardiff's night time economy can only be expected to increase. We are already seeing smaller night time economies develop around the city centre which makes a partnership approach to management of this growth even more vital.

Our vision is to enhance Cardiff's vibrant night time economy by offering a wide range of shopping, dining and entertainment from early evening through the night that has broad appeal. We will continue to create a safe, secure and healthy environment, which is enjoyed by people of all age groups and backgrounds. We will promote an environment in which businesses can thrive and that will maximise the benefits of a well-managed night time economy for all.

One significant step that will enhance Cardiff's night time offer is the ambition to achieve Purple Flag accreditation. We are committed to working with Cardiff's Business Improvement District, FOR Cardiff, who will lead on this accreditation scheme for the evening and night time economy to ensure an enjoyable and safe night out.

Cardiff already has a proven record of ensuring safety and wellbeing of those who use and work in the night time economy. This relies on close partnership working between a range of partners, many of whom are facing cutbacks in funding as a result of austerity.

It is in this context that this strategy will help to ensure Cardiff retains a vibrant and safe night time economy by continuing to work with partners to ensure that the necessary commitments and resources are secured so that existing best practice is sustained. This will include partners working with Wales and the National Government to explore the potential for additional support that recognises the critical role Cardiff plays as our nation's capital.



Chair of the Public Services Board



Introduction

In Cardiff, we pride ourselves on delivering community safety services through a strong partnership approach and we place great emphasis on collaborative working across the public, private and third sectors. This enables us to develop local operational responses and good practice.

Much of the success seen in the growth and management of Cardiff night time economy today is based on these relationships and this strategy will ensure the strong links with partners are utilised to good effect as the city's night time economy continues to grow and develop.

Cardiff's Business Improvement District recently rebranded as FOR Cardiff, five year business plan fully supports this strategy and has recently approved a proposal submitted by South Wales Police and the Police and Crime Commissioner to supplement the significant resources they have already committed to policing the night time economy.

These initiatives to be delivered in 2017/18 will assist in safeguarding vulnerable people and enhance the overall reputation of the city.

What is the night time economy?

A broad definition of the night time economy is that it occurs between 6pm and 6am and involves a wide range of leisure activities (pubs, clubs, live music, cinemas, theatres, retail, cafes and restaurants) as well as the services that exist to support them (policing, transport, enforcement, street cleansing including rubbish removal and health services).

The night time economy in city centres can be split into early evening and late night windows. The former is a more diverse economy with a wider range of customers, and includes late-night shopping, pubs and bars, restaurants, theatres and cinemas.

The late night economy caters for a narrower consumer market and largely focuses on licensed premises. Although it can be defined as occurring between these set hours, the night time economy cannot be considered without also looking at the impact it has on the day time economy.





Cardiff Demographics

People like living in and visiting Cardiff. The city consistently scores among the best cities in Europe in surveys and polls of the people who live here. People love what the city has to offer in terms of culture, sport and shopping. Cardiff is projected to be the fastest growing UK Core City, with a population increase of just over 20 % between 2015 and 2035.¹

It is also a young city and in the coming years there will be a large increase in the student and working age populations, a signal of strength for the city's economy. This growth will bring challenges too; it will increase pressure on the city's physical and social infrastructure and public services. A growing population will also inevitably lead to increased footfall in the night time economy.

The overall visitor economy is worth £1.05bn to Cardiff from 1.91m overnight trips and some 18m day visitors. Cardiff City Centre has an average daily footfall of 70,000 (or 40 million annually), swelling to 135,000-150,000 on event days such as rugby matches.

The recent UEFA Champions League finals saw even greater numbers, with more than 170,000 fans visiting the city. In a compact area of 0.5 square miles the city centre is home to more than 300 licensed premises.²

While we have a thriving day time economy, we know that Cardiff at night could be more welcoming, more diverse and feel safer. A successful night time economy should have something to offer everyone, and should bring substantial economic and reputational benefits to the city, just as in the day time.

Although Cardiff has made great strides in managing its night time economy more effectively in recent years, we recognise that perceptions of the later night economy can deter some people from visiting.

¹ Cardiff Liveable City Report 2017

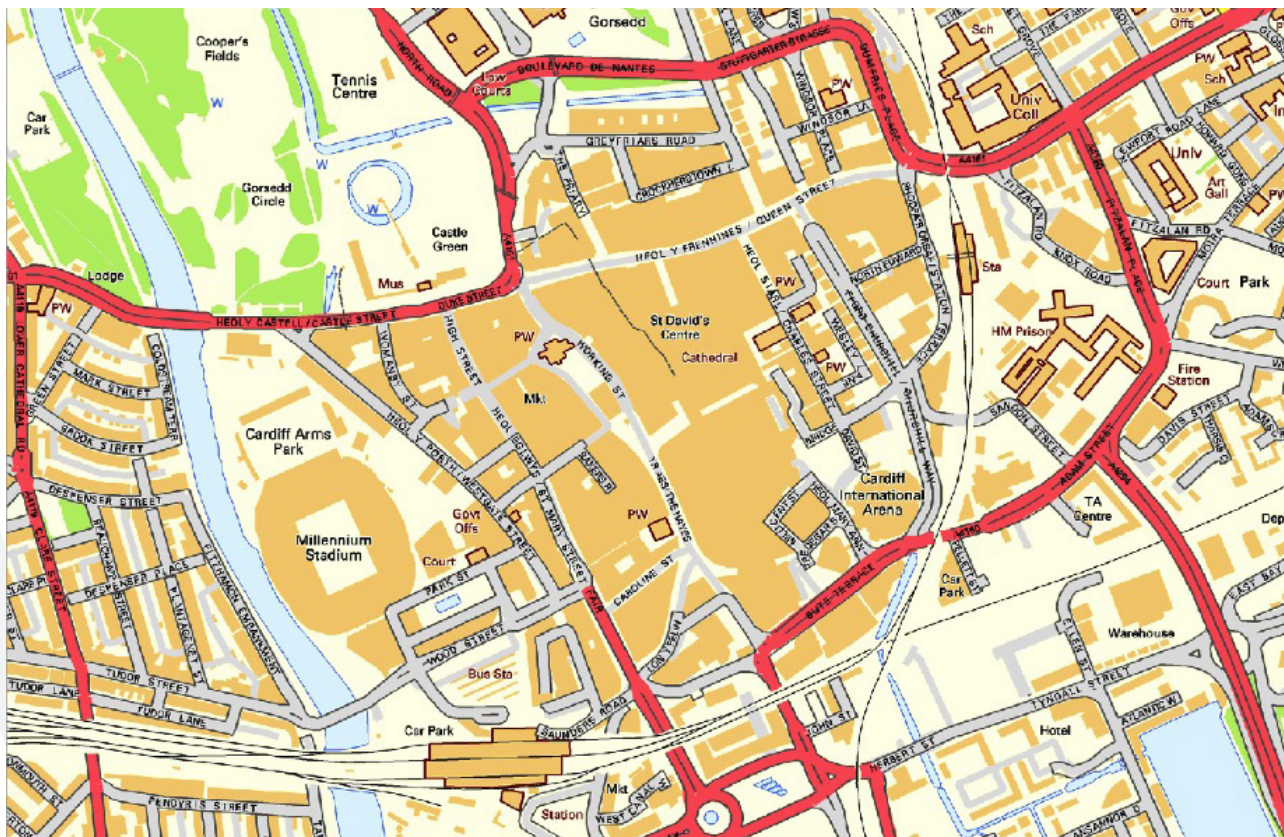
² Cardiff Council Statement of Licensing Policy 2016-2021

Footprint

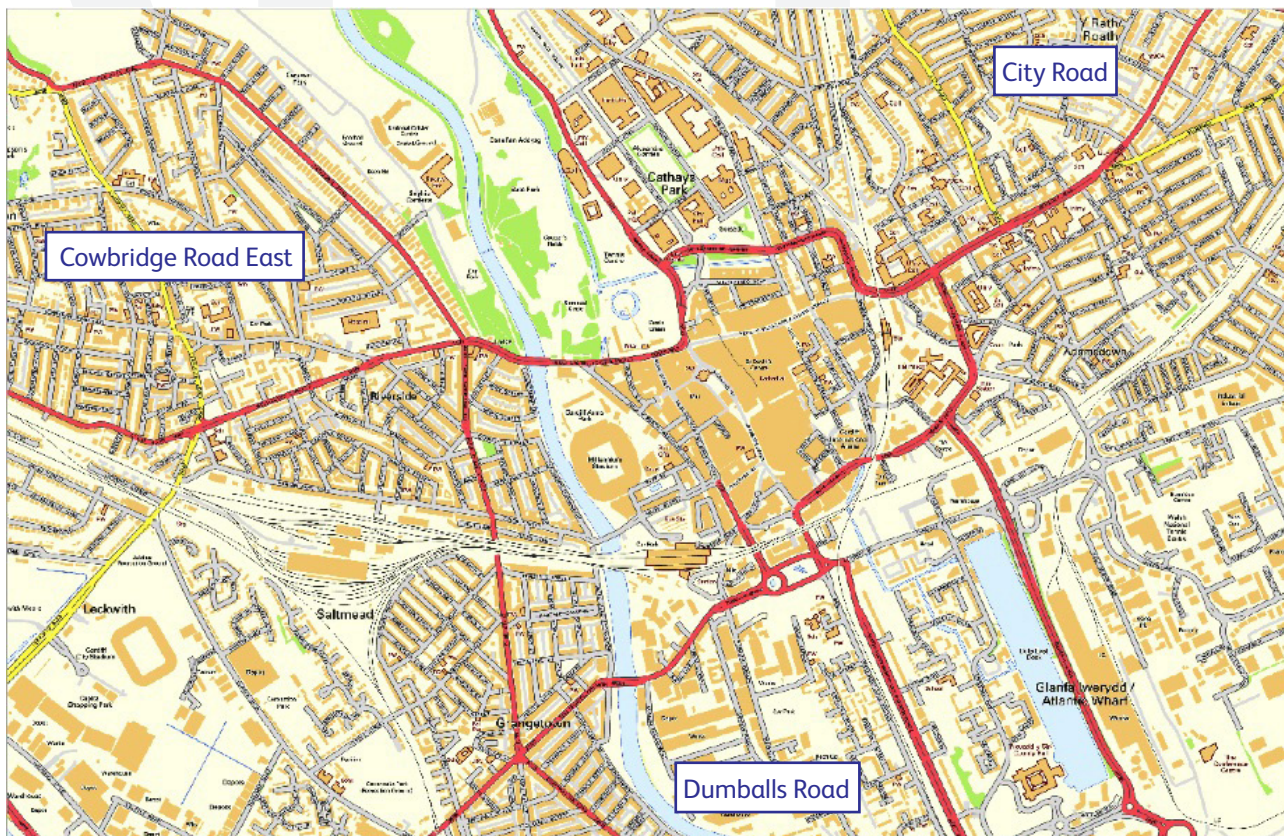
This Strategy focuses on the main areas of Cardiff's night time economy, which currently lie in the City Centre [Map 1] and Cardiff Bay. Smaller night time economies are developing around Cowbridge Road East and City Road, and the city centre is spreading out to meet them.

New developments are also emerging around Central Square and Dumballs Road, which, along with new student accommodation, may shift footfall further [Map 2]. This will inevitably change how the night time economy will need to be managed. We must therefore ensure that we continue to review our approach and remain flexible in order to meet new challenges.

Map 1: Cardiff City Centre



Map 2: Cardiff - wider central area





Public health and the night time economy

Activities within the night time economy have an impact upon the health and well-being of the population who visit it, both those who live in Cardiff and those who visit from other places. One of the key factors leading to this impact is the consumption of alcohol, which is a common occurrence among people visiting Cardiff's night time economy.

Among the general population, alcohol consumption levels in Wales are higher than in England, but lower than in Scotland.³ The Welsh Health Survey in 2016 reported that 20%, or 1 in 5 of adults in Wales drank over the recommended weekly guidelines of no more than 14 units per week. In Cardiff this figure is 23%, the highest in Wales among the Health Boards.

This is likely to be underestimated as it is known that survey data only captures around 60% of true figures, so actual consumption levels are likely to be higher. Alcohol is a major cause of death and illness in Wales, such as deaths from liver disease, with around 1 in 20 of all deaths being attributed to alcohol.

One of the issues in the night time economy is that people will often binge drink on a night out, particularly if they are visiting a 'vertical' drinking establishment where the primary function of the venue is to serve drinks. 'Pre-loading' or drinking before leaving home to come into the city centre is a common occurrence, which leads to high levels of intoxication and potentially lower levels of income for licensees as people may drink less once they are in the city centre.

High levels of intoxication are strongly related to alcohol-related crime and violence, and to accidents and injuries. The Emergency Unit in University Hospital Wales and the Alcohol Treatment Centre in the city centre see large numbers of intoxicated individuals during the night, some with injuries, some just too intoxicated to be safe.

Many people will enjoy a night out safely in Cardiff and enjoy levels of alcohol which do not lead to them being severely intoxicated and potentially at risk of harm, but there are others who do consume high enough levels to cause problems, not just for themselves, but others around them.

Much work has been done in the city centre to reduce the levels of alcohol-related violence and its impact which has had a great effect, for example the introduction of plastic glasses on major event days.

The Licensing Act 2013 enables the Health Board to make representations on licence applications.

This has led to discussions with licensees which has helped them to understand their impact upon the health and well-being of their patrons and introduce changes to their practice such as reduced pre-paid drinks packages.

³ Public Health Wales Observatory, Alcohol and health in Wales, 2014

Delivering together

Cardiff has a strong track record of working in partnership and coordinating service delivery to make the night time economy safer. The 'Cardiff Model'⁴ of preventing violent crime has given us a deserved reputation for delivering best practice in making the city safer. Public services from across the UK and Europe visit the city to learn from what we do.

A range of partners including Cardiff Council, South Wales Police, Cardiff and Vale University Health Board, FOR Cardiff, Cardiff Licensee Forum, Taxis Forum, universities, students' unions and student volunteers, and

the third sector contribute enormously to managing our night time economy.

These partners have worked hard to deliver a safe and welcoming environment in the city's evening and night time economies. We will review organisational structures needed for continued inter-agency collaboration to ensure that as a partnership we are able to provide the resources necessary to sustain the good practice already in place.

⁴ <http://www.cardiff.ac.uk/research/impact-and-innovation/research-impact/reducing-violent-crime>

Aims of the strategy

This Strategy sets out our priorities and objectives for managing Cardiff's night time economy so that it is safe and welcoming for all citizens and visitors. It identifies the actions that need to be taken by the public, private and third sector working in partnership so that we can:

- 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 wider range of customers by offering a greater variety of options
- Change perceptions of Cardiff's night time economy
- Work with partners to ensure that funding for our existing best practice can be sustained

Priorities

We have identified three main themes around which to focus our work on the night time economy in order to enhance experiences and reduce vulnerabilities:

- **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**

We will work with partners to ensure that we put in place innovative actions that design out crime and measures that protect and safeguard people who might be particularly vulnerable in the night time economy.



Movement in and around the night time economy

Safe, efficient and convenient transport is an essential part of a successful night time economy. Public transport options at night in Cardiff are limited, with return trains to the Capital Region finishing by 23.30 on Saturdays, and for some destinations an hour earlier.

Over the last year Cardiff Bus has launched night services on certain routes. These currently cover Ely via Canton, and Llanishen and Thornhill via North Road and Birchgrove on a nightly basis. These are supplemented three nights a week by routes to Rumney, Trowbridge and St. Mellons via Newport Road, and Llanederyn, Pentwyn and Pontprennau via Albany Road.

These are all performing as expected, with usage highest at weekends, particularly following a Friday evening rugby match. The Pontprennau route includes many areas with high student populations, including Albany Road.

Plans are in place for a new bus interchange as part of the international quality, 24-hour public transport hub featuring in the major redevelopment of land around Cardiff Central railway station.

This will use cutting-edge technology to provide real-time transport information in a safe and comfortable setting. The new interchange will have modern facilities including CCTV coverage, a cycle hub and a tourist and travel information centre.

In the longer term a Cardiff Capital Region Metro network is proposed, which would significantly improve travel in and out of the city.

A movement strategy is being developed for the city centre. Building on the regeneration of Central Square and the development of the new bus station, the strategy will identify changes to bus routes which help to improve the efficiency of services and enhance convenience for passengers on arrival and departure.⁵

For the majority of visitors to Cardiff's night time economy, within current provision, transport home is limited to taxis or private cars. In a survey from 2009, 64.7% of respondents stated that they travelled out of the city centre at night by car or taxi, including being picked up by car. The same research showed that transport was a significant factor in people's decisions not to visit the night time economy.

Of those who stated that they never visited the city centre at night, 40.9% cited inadequate or expensive parking facilities, demonstrating their reliance on cars. Poor public transport links to get into and out of the city centre accounted for 18.2% and 13.6% of those who never visited at night.

Getting home by public transport was problematic for many respondents, either due to infrequent services (15.1%), late or unreliable services (13.2%), or lack of information about services (13.2%).

⁵ Cardiff Transport Strategy, Cardiff Council

⁶ Night Time Economy of Cardiff City Centre and Cardiff Bay, Cardiff Research Centre, Cardiff Council, 2009

What's going well?

The recent introduction of additional bus routes in and out of the city are welcomed and this is contributing to the availability of accessible travel at peak times, such as at the weekend and following sporting fixtures.

The introduction of a Safe Taxis Scheme which allows students to get home safely by taxis without having to pay the fare at the time of travel is a positive development.

What we want to develop

We recognise the invaluable part taxi drivers play in the night time economy and we want to help develop their role, both as welcoming hosts to visitors and as ambassadors for the city.

A review of the taxi services provided in Cardiff, along with clarification on licensing and vetting processes, would be beneficial as part of this.

Safety and convenience of visitors to the night time economy could be enhanced through better signposting of bus stops for different routes, especially those operating night services.

This is particularly important given the current development work on the new transport interchange around the former bus station.



Action Plan One: Movement in and around the night time economy

ACTION	COMPLETION DATE	EXPECTED OUTCOMES
Work with Cardiff University to commission further research, giving a more up-to-date picture of transport usage in the night time economy, including a review of taxi services	By September 2018	Better understanding of the barriers faced by people using public transport in the night time economy in order to put mitigating actions in place.
Develop a night time transport plan with the aim of expanding access to night time public transport	By April 2020	Assess demand for transport from different areas and promote increased provision based on evidential research
Review the scope of the taxi marshal service	January 2018 ongoing	Sustainable taxi marshal provision that is responsive to need
Improve management of coach drop-off points to reduce associated nuisance – e.g. consider location and availability of bins and marshalling	By April 2019	Better management of large numbers of people arriving in the city centre at the same time
Consider improved signposting and information about public transport	By April 2019	Clear and easily accessible information available to users of the night time economy
Explore sustainable funding for seasonal service provision (Fresher's week, major events etc.)	By September 2019	Sustainable funding strategy for events

Preventing crime and disorder in the night time economy

While the majority of visitors to the night time economy simply want to enjoy what Cardiff has to offer, there will always be individuals with other, less positive intentions.

It is especially important to do what we can to prevent crime and disorder as part of enhancing perceptions of the night time economy and encouraging people to visit.

Effective partnership working between the Police, Local Authority and local business has

What's going well?

We recognise that the Licensee Forum has made a valuable contribution to driving up standards and developing good practice in Cardiff's licensed premises across the night time economy.

Also, the Health Board-led trial of breathalysers by door staff has had a positive impact and provision is being expanded.

South Wales Police provides a dedicated and not insignificant level of police resource to Cardiff After Dark, establishing a reassuring presence in the city centre and contributing to a secure and orderly night time economy.

The Triage and Alcohol Treatment Centre in the city centre was established in 2012 in response to the demand placed on health and police services by individuals exhibiting severe alcohol intoxication during the night time economy.

The centre works in partnership with Cardiff and Vale University Health Board, the Welsh Ambulance Services NHS Trust,

enabled us to address crime and anti-social behaviour issues in the city centre.

This approach ensures that all agencies collaborate and can provide the full range of interventions and enforcement measures available are in place.

It is proposed that this strategy will also form part of a co-ordinated partnership approach to promoting responsible drinking and consequently minimise the effect of alcohol on crime and anti-social behaviour.

Street Pastors and South Wales Police, and diverts intoxicated patients away from Accident and Emergency units. It operates routinely on Friday and Saturday nights, with additional provision in place for significant events such as concerts, and at seasonal highpoints such as the first two weeks of the academic year, and over the Christmas and New Year period.

The Health Board, Public Health Wales, the Local Authority and Cardiff University work closely together to tackle poor practice in relation to sales of alcohol, based on the reported last venue where alcohol was consumed, as reported by individuals that either the police or health services respond to.

As a result, licensing conditions have been strengthened and there have been measurable improvements in venues that have previously generated high volumes of reports through the Last Drink Data Scheme. The police licensing team also plays a key role in the healthy challenge and scrutiny of licensed premises.



What we want to develop

There has also been significant uptake and reported benefits from the supply of breathalyser equipment to door staff. Through this strategy we aim to continue support for this intervention.

The Alcohol Treatment Centre (ATC) is a flagship service that has received national and international recognition for its impact and effectiveness.

The ATC is one of a number of centres being evaluated by Cardiff and Sheffield Universities to determine overall impact of the provision, and the most effective model of delivery. We are keen to maintain and enhance the continued provision of the ATC as part of this strategic approach.

We are keen to maximise partnership working to discourage binge drinking and pre-loading, and consistently promote key messages to reduce this. Many current Public Health messages are largely aimed at home-based drinking. We also want to focus on excessive alcohol consumption in relation to the night time economy and encourage people to enjoy their night out without drinking to excess.

Alongside key messages to reduce binge drinking, we intend to run public awareness campaigns and education programmes within the night time economy, to reduce the risks associated with recreational drug use, including novel psychoactive substances, or legal highs.

Action Plan Two: Preventing crime and disorder in the night time economy

ACTION	COMPLETION DATE	EXPECTED OUTCOMES
Prepare an audit of existing resources across the partnership to meet the costs of managing crime and disorder in the night time economy. Identify those that are not secure, sustainable or have recently been reduced	By 2018	Identified and agreed solutions to secure sustainable funding for essential services
Build on existing schemes, such as Cardiff Business Crime Reduction Partnership, to share information on known individuals	Ongoing	Better information to tackle business related crime
Seek to develop strategies to reduce drug and alcohol related violence and anti-social behaviour including the “Drink Less Enjoy More” campaign	Ongoing	Reduced admissions to A&E and Anti-Social Behaviour resulting from recreational drug use and excessive alcohol consumption

Implement public awareness campaigns and education programmes within the night time economy regarding the risks associated with recreational drug use, including novel psychoactive substances (NPS)	Ongoing	Reduced admissions to A&E and Anti-Social Behaviour resulting from recreational drug use
Identify and target those premises which pose a risk to the achievement of the city's licensing objectives by continuing to implement the Traffic Light System	Ongoing	Reduction in admissions to Alcohol Treatment Centre and Anti-Social Behaviour resulting from heavy drinking
Tackle pre-loading, e.g. by promoting use of breathalysers by door staff and working with transport providers to curb drinking on trains, buses and in taxis	Ongoing	People feel safer travelling at night on public transport and reduction of Anti-Social Behaviour resulting from heavy drinking
Police and Local Authority Licensing Teams to continue to liaise with the Licensee Forum to ensure that the view of operators are considered in the development of initiatives aimed at cutting crime and disorder in the NTE	Ongoing	Reduction of crime and disorder in the night time economy
Maintain provision of the Alcohol Treatment Centre	Ongoing	Sustainable funding strategy to ensure current level of service provision
In addition to funding secured by FOR Cardiff for Operation Mistletoe 2017. Identify and secure sustainable funding for Operation Mistletoe over lifetime of the strategy.	Ongoing	Sustainable funding strategy to ensure current level of service provision
Explore establishing Cardiff as a Best Bar None area	By 2020	Reduction in Anti-Social Behaviour as a result of heavy drinking
Explore establishing a Reducing the Strength Area in Cardiff	By 2020	Reduction in Anti-Social Behaviour as a result of heavy drinking
To work with the Business Crime Reduction Partnership (BCRP) to undertake training and projects that seek to create a safe and secure city for businesses, customers and staff	Ongoing	Create a safe and secure city for businesses

<p>Improve night time public convenience provision and other ways to tackle public urination.</p>	<p>By December 2018</p>	<p>Improved environment and improved perception of the night time economy</p>
<p>FOR Cardiff to work with fast food outlets to reduce waste and cleansing time, considering thicker or gull-proof bags and presentation of trade waste</p>	<p>Ongoing</p>	<p>Create a cleaner environment and improved perception of the night time economy</p>
<p>FOR Cardiff to fund a dedicated cleansing and waste team to deal directly with business concerns</p> <p>Carry out tactical cleaning of frontages, doorways and hotspots that can quickly and efficiently target problem areas over and above those currently provided by the Council</p> <p>Respond to business call-outs and report/liaise with Cardiff Council</p>	<p>By 2018</p>	<p>Create a cleaner environment and improved perception of the night time economy</p>
<p>FOR Cardiff to work with Cardiff Council to ensure their cleansing and collection schedules support the needs of city centre businesses, e.g. timely waste collections following major events</p> <p>Provide information and advice to businesses on the presentation of waste</p>	<p>Ongoing</p>	<p>Create a cleaner environment and improved perception of the night time economy</p>
<p>Consider improved lighting in areas of the city</p>	<p>By 2018</p>	<p>Improve safety and perception of the night time economy</p>

A safe and welcoming night time economy for all

We recognise that for some people the night time economy does not always feel very welcoming and can occasionally feel unsafe. While 96.3 % of people felt safe walking in the city centre in daylight, this reduces to 56 % after dark. One in ten respondents (10.1 %) reported feeling 'very unsafe' when walking in the city centre after dark.⁷

Significantly, those identifying as disabled reported that they felt less safe in most scenarios. Less than half of those identifying as disabled (44.9 %) felt safe when walking in the city centre after dark and 43.0 % reported feeling unsafe when travelling by bus after dark.

Gender is also a factor in perceptions of safety. Less than half of females (49.0 %) felt safe when walking in the city centre after dark compared to two thirds of males (64.9 %). Partners have introduced a number of actions in order to ensure women are safe from domestic and sexual violence in the night time economy.

These have included the introduction of increased provision of schemes to ensure students get home safely and training for door staff to spot and assist those who are vulnerable.

The links between domestic and sexual violence and excessive alcohol consumption have also been acknowledged and a number of actions have been put in place to address this.

In the last quarter of 2016-17, more hate incidents were recorded in City and Cardiff South than any other area.⁸

This includes the city centre footprint considered within this strategy. We want to ensure that people know how to report and are confident to do so.

We will continue to raise awareness with people that can sometimes be targeted in the night time economy such as the Lesbian, Gay, Bisexual and Transgender community.

A team of uniformed Cardiff Ambassadors has been funded by FOR Cardiff to ensure the city centre is a safe, secure, managed environment.

This team will provide a warm welcome to the FOR Cardiff area, act as a hub of information for visitors and businesses, and become the face of our city centre.

⁷ People in Cardiff are safe and feel safe, *Ask Cardiff 2016 Resident Survey* http://www.askcardiff.com/content.asp?nav=2872,3257,6571,6572&parent_directory_id=2865&id=15181

⁸ <https://www.cardiffpartnership.co.uk/wp-content/uploads/Safer-and-Cohesive-Intelligence-Report.pdf>

What's going well?

Operation Mistletoe and other seasonal programmes have made a significant impact on the city and the night time economy. These operations are put in place to respond to the increased number of shoppers and partygoers in the city centre, and have included emergency triage facilities for those affected by alcohol, additional cleansing efforts and increased Street Pastor patrols.

Following Operation Mistletoe in 2015, there was a 55 % reduction in violent crime for the peak party Saturday prior to Christmas, in comparison with the previous year and a 39 % reduction in criminal occurrences overall.⁹

One of the greatest successes in managing the night time economy has been the professionalisation of door staff.

Street Pastors are an independent, voluntary group operating from 22.00 till 4.00 every Friday and Saturday night and the invaluable part they play in supporting people in the night time economy is widely recognised. Trained volunteers from local churches patrol the streets of Cardiff caring for, listening to, and helping people in a number of ways, including picking up bottles and glasses which could present a hazard, giving out flip-flops to avoid people walking barefoot, giving directions and accompanying people waiting for transport.¹⁰

Stay Safe is a multi-disciplinary team of six people, based at the Alcohol Treatment Centre, that are present in the city centre on Fridays and Saturdays between 15.00 and 21.00 with the aim of keeping young people safe, off the streets and out of trouble.

They also cover major events in Cardiff including concerts, Pride, and sporting events such as the Champions League finals.

The Cardiff Student Community Partnership 2015-2018 Action Plan¹¹ outlines the collaborative work between partners relating to multiple aspects of the student experience, including personal safety. The Student Union Partnership Forum meets regularly, giving the Student Unions and Student Liaison officials in Cardiff an opportunity to collectively work together to improve student well-being in the community.

The group has achieved the standardisation of the Safe Taxi scheme across the three Student Unions, making it available to all students studying at one of the three Universities in the city. This scheme allows students to safely get home by taxi without having to pay the fare at the time.

The Council has cleansing teams operating throughout the night including litter picking, emptying of bins and street washing, including targeted washing down of specific locations.

Taxi drivers are the eyes and ears of our city and we have recently introduced guidance that will help drivers identify children at risk of child sexual exploitation and report concerns to appropriate agencies.

⁹ *What Matters Strategy Annual Review 2014-15*

¹⁰ <http://streetpastors.org/locations/cardiff/>

¹¹ <https://www.cardiff.gov.uk/ENG/resident/Housing/Private-housing/Advice-for-students/Documents/Cardiff%20Student%20Community%20Partnership%20Action%20Plan/Cardiff%20Student%20Community%20Partnership%20Action%20Plan.pdf>

What we want to develop

Partners have agreed to seek accreditation under the Purple Flag scheme in 2018 and we will collaborate in support of this.

We are keen to learn from examples of good practice in other cities around keeping people safe in the night time economy.

We will reflect on the successes of the professionalisation of door staff and seek to build on this with vulnerability training across all night time economy security. The use of body cameras should be actively encouraged.

Some people visiting the night time economy can feel and be more vulnerable than others, for example women, people with disabilities and young people. Students, especially when new to Cardiff and enjoying independence for the first time, can also be particularly vulnerable. Similarly, stag and hen parties visiting Cardiff can be vulnerable, especially if they are unfamiliar with the city and have been drinking heavily.

Awareness of child sexual exploitation (CSE) is increasing around the UK. CSE does long term emotional and physical harm to children and young people. It is a crime and being associated with it can do financial and reputational harm to a business. We want to strengthen our work with police and other partners to provide support for businesses to understand how they can help keep vulnerable children and young people safe.

We will continue to build on the safeguarding role within the licencing process and ensure that all applications consider wider safeguarding measures such as age awareness in relation to alcohol sales, children and young people's access to premises at key times and other child protection issues.

We will train staff so that they can identify children who may be at risk of CSE and what they should do if they are worried about a child or young person.

We want all bars, music venues and other appropriate premises to sign up to the Cardiff White Ribbon Campaign. The White Ribbon Cardiff Plan will include:

- Training for door staff, bar staff, ATC workers and Street Pastors on how to identify and manage incidents of Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV), and how they can support the victims to leave a venue safely and/or assist them in alerting the Police
- Live Fear Free Helpline stickers to be located in the toilets of venues and on transport including buses, trains and taxis
- Guardian Drinks Holders or similar to be fitted in the toilets of premises

We want to ensure the night time economy is accessible and safe for all and we will work with Cardiff University to undertake perception surveys of users and non-users of the night time economy to better understand how we can address negative perceptions of Cardiff in the night time.

We already have strong existing links with universities and students' unions, but there is potential for greater collaboration. In particular, we want to ensure the consistency of messages around safety and well-being shared with students.

Another area requiring attention is the promotion of events based in the night time economy, especially those aimed at students. These are usually organised by national promoters rather than Cardiff-specific businesses, and can therefore be harder to manage.

We want to encourage people to remain in the city centre after work or shopping, blurring the divide between day time and night time economies, and diversifying visitor demographics. Informal street entertainment, outside of specific events, could be one way to promote this shift.

We also want to encourage a more mixed economy of entertainment options across the night time economy, which places less emphasis on alcohol consumption.

A more co-ordinated response is needed to homelessness and rough sleeping, which have increased in Cardiff in recent years¹² and can present safety and well-being concerns, particularly in the night time economy. A multi-agency approach has been developed to provide a strategic and co-ordinated operational response. This will ensure the provision of services to rough sleepers and the development of strategies to deter begging in the city centre.

¹² Cardiff Rough Sleeper Strategy 2017-2020, p.9-10

Action Plan Three

A safe and welcoming night time economy for all

ACTION	COMPLETION DATE	EXPECTED OUTCOMES
Support a team of uniformed FOR Cardiff-branded Cardiff Ambassadors dedicated to ensuring the city centre is a safe, secure, managed environment. This team will provide a warm welcome to the FOR Cardiff area, be a hub of information for visitors and businesses, and become the face of our city centre. In addition, Joint Patrols between South Wales Police, FOR Cardiff Ambassadors, Taxi Marshalls and Street Pastors will cover periods of peak demand, such as the 'transition' from the day into the evening and night- time economy through to midnight.	Ongoing	Improved perceptions of Cardiff's night- time economy and reduce crime and disorder.
Consider and review the need for safe spaces at night where individuals can go to wait for friends, charge phones and receive first aid and advice, potentially as a meanwhile use for some of the Council's vacant property portfolio	April 2019	Safeguarding of vulnerable individuals
Learn from examples of good practice in other areas to ensure the night time economy is accessible and safe for all, including people with disabilities, and increase staff awareness to support this	Ongoing	Safeguarding of vulnerable individuals

Seek further collaboration with universities and students' unions to address student safety in Fresher's Week and beyond. Enhance provision of Student Safety Bus with Police and Student Volunteers	Ongoing	Safeguarding of vulnerable individuals
Aim for a greater understanding and analysis of the impact of students in the night time economy	Ongoing	Safeguarding of vulnerable individuals
Maintain and build on relationship with the Taxi Forum to develop the role of taxi drivers as ambassadors for safeguarding	Ongoing	Safeguarding of vulnerable individuals
Work with licensed premises in the city centre to expand vulnerability awareness training to door staff.	By 2018	Safeguarding of vulnerable individuals
Work with partners towards achieving a more coordinated response to homelessness and rough sleeping, and the issues of vulnerability these can present	2017-2020	Co-ordinated and well managed response provided to rough sleepers to access services and support
Work to achieve Purple Flag accreditation led by FOR Cardiff	2018	Successful accreditation
Undertake a diversity audit of current establishments in the night time economy with a view to improving the diversity of Cardiff's night time offer	2018 - Required for Purple Flag	Completion of audit and successful accreditation
Develop and implement an incentive scheme to attract a more diverse range of businesses that offer alternatives to those that are primarily focused on alcohol consumption	2018 - Part of Purple Flag	Increased use of city centre between 5pm and 11pm with a diversified footfall
Undertake a perception survey with users and non-users of the night time economy to achieve a better understanding of the perceptions of Cardiff at night from a consumer point of view	By September 2018	Improved perceptions of Cardiff's night time economy

Develop a Cardiff At Night promotional campaign to improve perceptions of the safety and diversity of Cardiff at night	By April 2019	Improved perceptions of Cardiff's night time economy
Work with businesses to establish a strong and viable evening economy that encourages people of all ages to stay in the city after work, or to visit the city more regularly in the evening	2019	A welcoming night time economy for all
Invest in city centre entertainment to draw people into and around the whole FOR Cardiff area, week in week out. Smaller, more focused and more frequent street entertainment will familiarise visitors with the entire city centre, and create a positive, welcoming atmosphere	2018 onwards	A welcoming night time economy for all with something for everyone
Work with partners to promote wider opening hours and multiple uses for venues such as Cardiff Castle, National Museum Cardiff, Central Library Hub and the Old Library, potentially as part of Heritage Open Day scheme each September	September 2019	A welcoming night time economy for all with something for everyone
Investigate establishing a Cardiff Light Night festival	2019-2020	Increase in trade and footfall figures
FOR Cardiff funding to enhance the provision of Stay Safe a joint project between the Police and YOT with the aim of protecting vulnerable young people at key times during the week and for particular dates e.g. Bonfire Night, Halloween and a range of pop and rock concerts and similar events.	2018	Safeguarding of vulnerable individuals
Contribute to the development of Cardiff's emerging music strategy	Ongoing	Diversify the night time economy offer

Strategic and Legislative Context

Cardiff's Night Time Economy Strategy has been developed in the context of a number of fundamental pieces of legislation and policy.

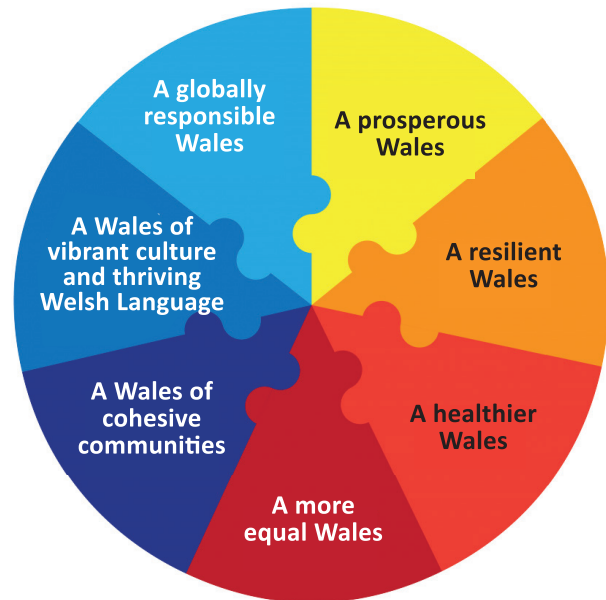
Well-being of Future Generations (Wales) Act 2015 ¹³

The Well-being of Future Generations Act aims to improve the social, economic, environmental and cultural well-being of Wales. It seeks to ensure that public services in Wales think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach.

This Strategy has been developed within the framework of the seven well-being goals, which have been developed to help us create a Wales that we all want to live in, now and in the future. We are also responding to the five ways of working which are set out in the Act:

Long Term - The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.

Prevention - How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.



Integration - Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.

Collaboration - Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Involvement - The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

¹³ You can read more about the Well-being of Future Generations Act here.

Cardiff's Shared Outcomes

Cardiff's Local Well-being Plan

As required under the Future Generations Act, Cardiff's Public Services Board¹⁴ will be publishing a five year plan to improve the economic, social, environmental and cultural well-being of Cardiff through strengthened joint working across the city's public services.

The plan will set out seven areas for action (well-being objectives) and what the city's public services will do, together, to achieve them (commitments).

A key commitment will be to work in partnership to deliver a safe and vibrant night time economy.

The plan will be adopted in April 2018.

Welsh Government Framework for Managing the Night Time Economy in Wales

The draft Framework for Managing the Night Time Economy in Wales published by the Welsh Government aims to promote a diverse night time economy throughout Wales and enhance quality of life by providing safe city and town centres that are accessible and attractive to all who work, visit and live in them. In particular, it aims to:

- Protect individuals and communities by creating a safe and healthy environment
- Tackle availability of both alcohol and drugs by the enforcement of licensing regulations
- Confront anti-social behaviour, crime and the fear of crime, including sexual assault, harassment, and modern slavery in the context of the night time economy

South Wales Police and Crime Reduction Plan 2016-2021

The South Wales Police and Crime Commissioner has set out six priorities for the region:

- Reduce and prevent crime and anti-social behaviour to keep people safe in their homes and communities
- Improve the way we connect with, involve and inform our communities
- Work to protect the most vulnerable in our communities
- Spend your money wisely to protect policing in your community
- Ensure that the local criminal justice system works effectively and efficiently, meeting the needs of victims and challenging offenders
- Make our contribution to the strategic policing requirement and successfully police major events

Licensing Act 2003

One of the main pieces of legislation governing the night time economy is the Licensing Act 2003, which contains four main objectives that Licensing Authorities must promote:

- The prevention of crime and disorder
- Public Safety
- The prevention of public nuisance
- The protection of children from harm

In Cardiff, our Statement of Licensing Policy 2016-2021 sets out our approach to licensing across the City.¹⁵

Other links

The Night Time Economy Strategy interacts with and has an impact on a number of other initiatives and Strategies including, but not limited to, those listed below:

- Local Public Health Plan 2016-17 – 2018-19
- Cardiff Local Development Plan
- Cardiff Local Transport Plan 2015-2020
- Cardiff Student Community Partnership Action Plan 2015-18
- Substance Misuse and Wellbeing Commissioning Strategy 2016-2020
- Cardiff Tourism Strategy and Action Plan 2015-2020
- Cardiff BID Business Plan 2016-2021
- The Cardiff Addressing Exploitation Programme
- Rough Sleepers Strategy

Reference web links

Liveable City Report 2017:

[https://www.cardiff.gov.uk/ENG/Your-Council/Strategies-plans-and-policies/Liveable-City-Report/Documents/Liveable % 20City % 20Report % 202017 % 20consultation % 20draft % 20Jan % 202017.pdf](https://www.cardiff.gov.uk/ENG/Your-Council/Strategies-plans-and-policies/Liveable-City-Report/Documents/Liveable%20City%20Report%202017%20consultation%20draft%20Jan%202017.pdf)

Cardiff Transport Strategy:

http://www.keepingcardiffmoving.co.uk/uploads/documents/208/original/Transport_Strategy.pdf?1481190196

How to reduce Crime and Disorder in the Night Time Economy in a time of austerity, A Report of the Community and Adult Services Scrutiny Committee, March 2016:

[https://cardiff.moderngov.co.uk/documents/s9494/App % 20C % 20NTE % 20draft % 20report.pdf](https://cardiff.moderngov.co.uk/documents/s9494/App%20C%20NTE%20draft%20report.pdf)

¹⁴ <https://www.cardiffpartnership.co.uk/cardiff-public-services-board/>

¹⁵ You can read more about the Statement of Licensing Policy [here](#)

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Partners

