

LICENSING COMMITTEE

10 MARCH 2022

EVENING ECONOMY STRATEGY

1.0 Purpose of Report

- 1.1 To update Members on the progress towards the production of an Evening Economy Strategy.

2.0 Background

- 2.1 Members will recall that prior to the pandemic it was agreed that the local authority should look towards developing a Night Time Economy Strategy to enable a more strategic approach to be taken for future planning of the evening and night time economy
- 2.2 Whilst some progress was made on this by the Licensing Team it was always considered that a broader approach was needed and that colleagues from Planning and Economic Growth should be fully engaged.
- 2.3 In November 2020 the Economic Development Committee approved the Economic Growth Strategy and Action Plan and within this Strategy, Officers outlined an action to develop an Evening Economy Strategy in 2022.
- 2.4 The strategy to be developed will cover the period between 18:00 hours and 06:00 hours. This can be divided into the Early Evening Economy, occurring between 18:00 hours and 22:30 / 23:00 hours and Night Time Economy, occurring from 23:00 onwards. A plan for the local evening economy includes late night shopping and evening markets, late museum openings and night-time tours, early evening entertainment, a greater use of open spaces, and the promotion of cafes, restaurants, bars and clubs.
- 2.5 An evening economy plan will also capitalise on and develop the evening footfall in the district's urban areas. According to the GEO-sense footfall data from the previous three months, between 9 and 10% of Newark's average daily visitors were present in town between 18:00 and 21:00 hours, with 7% to 5% remaining in town until 01:00 hours. Opening up the evening economy during this period would provide a greater variety of attractions for these visitors to choose from, which would encourage greater dwell time and visitor spend, as well as prompting more visitors to visit Newark during the evening. Similar actions across the four main urban and economic centres of the district – catered towards the specialities of each town - would bring Newark & Sherwood closer towards its ambition of being a lead driver in economic prosperity for the region.
- 2.6 The Economic Growth Team have commissioned specialist consultants who will provide advice and guidance to develop an Evening and Night Time Economy Strategy for the District. They will research the state of the current evening economy offer in the district and deliver SMART short, medium and long term actions that will help establish a vibrant, inclusive, and safe evening economy.

- 2.7 The strategy will cover the four main urban and economic centres in the district: Newark, Southwell, Edwinstowe and Ollerton. It will aim to support people and business in the process of opening up a vibrant, inclusive and safe evening economy within the district.
- 2.8 Officers from the Licensing Team have been working with the consultants to provide information with regard to taxi provision and licensing information. An audit of the evening and night time economy undertaken by the consultants with support from officers is planned for 12 March.

3.0 RECOMMENDATION

That Members note the progress of the Night Time Economy Strategy.

Background Papers

Nil

For further information please contact Alan Batty on 01636 6554675467

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