

Gloucester City Council



OVERVIEW AND SCRUTINY COMMITTEE EVENING ECONOMY TASK AND FINISH GROUP

FINAL REPORT AND RECOMMENDATIONS

OCTOBER 2013

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Section 1 - Introduction

Background

This report sets out the recommendations of the Evening Economy Task and Finish Group which was established following ratification by Overview and Scrutiny Committee on 12 November 2012. The report details the purpose and process of the review, the Task and Finish Group's findings and its recommendations.

Membership

The following cross-party Members were confirmed by the Overview and Scrutiny Committee on 10 December 2012:-

- Councillor Chris Chatterton (Chair)
- Councillor Andrew Gravells
- Councillor Sebastian Field

Terms of Reference

The Group agreed its terms of reference by way of a scoping document in March 2013.

The agreed ambitions for the review were:-

- To target specific groups to discover what they would be seeking in order to encourage them into the City Centre and Docks
- To look at ways of linking the evening economy offer in the Quays and the City Centre
- To 'talk up' the City
- To identify a lead organisation to have overall co-ordination of existing Evening Economy groups

The anticipated outcomes for the review were:-

- To explore ways of making the evening economy more vibrant and one which embraces all age groups
- To look at ways of linking the leisure destination in the Quays with the evening economy in the City Centre to encourage footfall between both
- To identify a lead group to co-ordinate the efficiency of the various existing Evening Economy groups

Section 2 – The Current Evening Economy Action Plan

The City Council's Evening Economy action Plan for 2013/14 was approved by the City Council's Cabinet on 6 February 2013.

The strategy was devised by the Evening Economy Group whose aims are:-

'Working together to diversify the offer and increase the value of Gloucester's evening economy'

The Overview and Scrutiny Committee received a presentation from the Cabinet Member for Regeneration and Culture on the draft action plan in November 2012 when Members were invited to comment on the document. The Committee was able to make a positive contribution to the action plan by requesting that the following items be highlighted in the final plan:-

- *The importance of cleaning, lighting and the harmonisation of parking regimes*

These suggestions were adopted by the Cabinet Member and reflected in the final plan.

The strategy will be reviewed and updated on an annual basis and monitored by the Evening Economy Group and the Evening Evening Sub-Group.

The foreword to the Evening Economy Action Plan states:-

'Improving the evening economy is an important objective for the City Council in our Council Plan 'Transforming Your City'. By doing this we can help contribute to strengthening Gloucester's economic position as well as creating pride in the City and involving all ages and communities in making use of and enjoying the City Centre in the evening'

The document recognises that Gloucester does not currently fulfil its potential to provide a thriving and varied evening and night-time economy for the benefit of residents and visitors alike and attempts to understand why and to set out what can be done to improve the offer. This has also been recognised by the Overview and Scrutiny Committee, leading directly to the setting up of this Task and Finish Group.

The Action Plan is attached as an appendix to this report.



Section 3 - Findings

Introduction

The Task and Finish Group met with a variety of Witnesses during its study. A summary of the evidence, along with headlines from the meetings is shown below.

Meeting 1 – 25 February 2013

The Group started drafting the scoping document for the study and identified potential Witnesses/Consultees. It was decided to request further information from the City Council's Economic Development Team before finalising the draft.

Meeting 2 – 12 March 2013

At this meeting the Group finalised the scoping document which is shown as an appendix to this report and identified additional Witnesses/Consultees.

Key Points from Meeting 2

- It was believed that the proliferation of evening economy groups was confusing and resulted in an unco-ordinated approach with possible duplication of work.
- The Group was keen to engage with the public and it was agreed that a press release would be prepared asking what would encourage the over 30's to come into the City Centre at night time. This press release was issued on 18 March 2013 and is attached as an appendix to this report. Following the publicity, the Chair of the Group spoke on BBC Radio Gloucestershire's 'Drive Time' programme. As a result of the press release several responses were received and these appear in an appendix to this report.

Meeting 3 - 10 April 2013

This meeting was attended by the Director of Gloucester Quays, the Chief Executive of Marketing Gloucester and the City Council's Cabinet Member for Regeneration and Culture.

The following matters were discussed:-

- The future opening of the new leisure quarter in the Quays
- Trade refuse collection regimes and litter issues
- Harsh or non-existent street lighting in the City Centre
- Safe parking

- The need for City Centre retailers to stay open late in the evenings
- Pubs and restaurants needed to improve their offer
- The unattractive appearance of King's Square and the Bus Station did little to welcome both visitors and residents

Key Points from Meeting 3

- Street Cleaning/trade refuse issues would be followed up
- Restaurateurs and pubs would be encouraged to offer promotions during the forthcoming Three Choirs Festival
- Street lighting and the floodlighting of buildings would be explored with the relevant officers

Meeting 4 - 7 May 2013

The Group interviewed the Dean of Gloucester, the Cabinet's Evening Economy Champion, and the City Council's Group Manager for Planning and Economy at this meeting.

The following matters were discussed:-

- The lack of eating places that were open in the evening in the gate streets which did not entice people leaving the Cathedral after events to stay in the City Centre
- The tendency for Gloucester to 'talk itself down'
- The definition of a 'Gloucester Day Out' which would involve a boat trip in the Docks, a visit to the Cathedral, shopping and then a meal at the end of the day
- Marketing Gloucester's role in promoting the City's events
- The results of the trial of closure of Eastgate Street
- The number of different evening economy and city centre groups
- The City Council's lighting strategy for floodlighting buildings and key monuments
- The role of the City Council's Economic Development Team



Key Points from Meeting 4

- There needed to be a 'critical mass' of restaurants and cafes in the City Centre in order to guarantee that the City had an eating destination similar to other cities. Westgate Street was the natural place for a restaurant quarter
- Once the new leisure development in Gloucester Quays was open, the City Centre would need to be able to offer something different in order to compete with the new restaurants in the quarter.
- There was a need for a strong, co-ordinating group to oversee all the various evening economy and city centre groups
- The onus was on the City to reach out to retailers and traders and not the other way around

Meeting 5 - 21 May 2013

The Group welcomed a Hackney Carriage Driver and the City Council's Economic Development Service Manager to the meeting.

The following matters were discussed:-

- The role of the City Council's Economic Development Team
- The fact that Gloucester was an attractive proposition to new businesses with its young and vibrant population
- The vacant retail units in the City Centre which would make good restaurants if their planning use could be changed to A1. Equally, there were vacant first floor premises in the City Centre which could be turned into restaurants or cafes.
- The importance of using events in the City Centre such as the Tall Ships as an opportunity to market the City by handing out flyers and leaflets.
- The need for reciprocal arrangements for sharing databases of customer information between organisations and retailers.
- Visitors using the Hackney Carriage service had commented that the conglomeration of nightclubs in Eastgate Street was intimidating and that there was a need for cabaret nights and comedy clubs.
- The success of the recent street closure trial.



Key Points from Meeting 5

- There was a need to review planning permission to allow A3 use to become A1 use so that restaurants could take over empty retail units
- The importance of linkages between Greyfriars and Blackfriars
- Events should be preceded by a steady build up of publicity so that families on a tight budget could put money aside in good time
- There should be a restaurant quarter set up in the City
- Once again the recurring theme that there needed to be an overall co-ordinating group for the night-time economy

Meeting 6 - 19 September 2013

The Group welcomed the Gloucester Station Manager, First Great Western, to the meeting.

The following matters were discussed:-

- The poor appearance of the Gloucester Railway Station site compared to other neighbouring stations.
- The improvements which had been made to the Gloucester Railway Station site since the Station Manager had taken up his post and other planned improvements.
- The possibility of Gloucester's attractions being advertised at the Railway Station and at other neighbouring stations and also on trains.
- How Gloucester City Council might organise improvements to the Station site by joining a partnership which could help co-ordinate local community groups and enable the Station to be sponsored.
- 'Add-ons' to rail and bus tickets meaning that travellers could purchase tickets for local attractions at the same time as buying their tickets.
- Discussion on the resources of Marketing Gloucester.
- An update on the installation of footfall cameras within the City Centre.

Key Points from Meeting 6

- Contact to be made with Severn Rail Partnership to further potential sponsorship
- Exploration of marketing of Gloucester's attractions at nearby railway stations and on trains to be carried out
- A letter to be sent to Network Rail seeking refurbishment of the Gloucester site
- City Council should actively approach other organisations to publicise the City
- The importance of Marketing Gloucester's focus being on marketing the City
- Clarification was needed on the number and positions of the proposed footfall cameras

Section 4 - Other Evidence

Introduction

The Group examined various items of data during its study and these are detailed below.

- Unemployment and Qualifications Data provided by Gloucestershire County Council
- Results of a survey carried out by Gloucester City's Evening Economy Group in December 2012 on an Over 30's Night Out (appended to this report)
- Gloucester City 'Nightsafe' survey of clubbers (appended to this report)
- Deloitte's 'Taste the Nation' Survey Summer 2012
- PWC 'What's Happening in Hospitality and Leisure' Survey August 2012
- Various demographic data provided by the City Council's Economic Development Team



Section 5 –Conclusions

The Group considers that the evening economy offer in Gloucester could be improved to help create a vibrant, modern and welcoming City.

Lighting in the City Centre could be enhanced by illumination of key buildings and a review of whether the existing lighting regime shows off the City to the best advantage. The Group's interview with a Hackney Carriage Driver revealed that the concentration of night clubs and late night takeaways in one street was considered to be overwhelming and led to a feeling of unease by some. It is recognised that the closure of Eastgate Street at weekends has helped to protect 'clubbers', but harmonisation of car parking regimes would help to give visitors a sense of clarity.

Turning to the City's Bus Station and Railway Station which are important gateways into the City for travellers, the Group welcomes the news that there are plans to apply for grant funding to revamp the outdated Bus Station next year. Some works have been carried out at the Railway Station in recent months, but the fabric of the building is poor.

The Group heard how visitor surveys carried out by Gloucester Quays revealed a negative perception of the cleanliness of the City Centre. The introduction of seagull proof refuse sacks will help to prevent spillage of contents, but retailers could alter their trade refuse collection regimes to ensure that cardboard is not left in doorways and thus engender a smarter appearance for shopfronts.

Gloucester does not have a recognised restaurant quarter in common with other cities. The opening of the new leisure quarter in Gloucester Quays with its own restaurants is likely to encourage visitors to stay within the Quays area and not venture into the City Centre. The Group believes that the Westgate Street and Southgate Street areas of the City could become a prime site for a restaurant quarter, particularly if there was some relaxation of planning permission to enable empty retail units to be converted for restaurant use.

There is evidence that we need to build on the reputation of existing comedy clubs held at the Guildhall, Kingsholm Rugby Club and the Capital Venue (Quedgeley). The Group has also identified a requirement to find a niche that established Gloucester theatres such as the King's Theatre and the Picturedrome could fill.



gloucester
guildhall

The findings of the study highlight that pubs and restaurants should be encouraged to offer promotions to tie in with events and to adjust their opening hours to ensure they are able to meet demand for tourists and residents alike during such periods.

The results of an online survey have demonstrated an appetite for different genres of live music and not simply chart music. The Group has discovered that whilst these tastes are already catered for across the City, it is clear this needs to be publicised more widely.

It is considered that if retailers had a regular late night opening that this would entice City workers and visitors to stay later in the City Centre. This could be linked to the regular night-time markets that have been announced.

The role of Marketing Gloucester was examined as part of the Group's work, and whilst it was recognised that they have successfully delivered major events such as the Tall Ships, it would seem that they do not currently market the City in the truest sense of the word. Event management and marketing are considered to be two distinct operations.

A recurring theme emerging from the findings has been the need for the current Evening Economy Group to widen its profile and to be more proactive in working alongside local stakeholder groups in order to produce a strong, co-ordinated approach to promoting the City Centre.

The Group believes it is imperative that Marketing Gloucester and the Evening Economy Group works together to devise a strategy to exploit the number of extra visitors who will be coming to the Quays new leisure complex and to look at ways of drawing them into the City Centre.

Finally, with Gloucester being a host City in the forthcoming Rugby World Cup in 2015 and the thousands of extra visitors that are likely to be passing through or using the City as a central base for the whole of the tournament, it is even more vital to get the evening economy offer right and to ensure we have a vibrant, safe and welcoming City. Gloucester does not need to compete with its neighbours as it offers a unique visitor experience with its heritage and attractions, it just needs to get the other things right.



Section 6 –Recommendations

The Group has the following recommendations:-

Key Points

- The new Chief Executive for Marketing Gloucester should come from a professional marketing background and should be tasked with developing a long-term strategic marketing plan as a matter of urgency.
- The current Evening Economy Group should raise its profile and liaise more widely with local stakeholder groups. This will strengthen the Group's influence and foster a strong co-ordinated approach to promoting the City Centre.
- Marketing Gloucester should be actively approaching other organisations to publicise the City's attractions and not expect businesses to come to them. A regularly maintained, simple to use and comprehensive listings website would enhance the organisation's profile in this respect.
- Marketing Gloucester and the Evening Economy Group should devise a strategy to draw the potential extra visitors from the new Gloucester Quays leisure complex into the City Centre.

Pub/Club/Restaurant/Theatre/Shopping Facilities

- The development of a recognised restaurant quarter in the City Centre should be explored in common with other cities.
- Pubs and restaurants should be encouraged to offer promotions to coincide with events and ensure opening times are aligned to meet customer demand.
- Those clubs and pubs that cater for a wide range of musical tastes and live music should be encouraged to advertise more widely.
- The existing comedy clubs in the City need to build on their reputation and publicise their events.
- In respect of theatres, a niche should be found for established venues such as the King's Theatre and the Picturedrome.
- Retailers should be encouraged to co-ordinate late night shopping evenings to link with night-time markets and other key events in the City Centre.



Transport Considerations

- There should be liaison with local bus companies to ensure that there are services available to meet demand for key events in the City Centre such as Three Choirs, Christmas Lights Switch on, etc.
- Discussions should be held with local bus companies and First Great Western to explore incorporating tickets for local attractions with journeys.
- Parking schemes and tariffs should be harmonised to give greater clarity for visitors to the City Centre.



Environmental Considerations

- Businesses should be encouraged to modify their trade refuse collection regime to ensure that bags and cardboard are not left in doorways, so that the appearance of the streetscene is improved.
- Street lighting and flood-lighting should be improved to give a feeling of security and also to illuminate and enhance the features of prominent buildings.

Gloucester Train Station

- The Leader of the Council should write to Network Rail to request them to refurbish the building
- The City Council should explore entering into a contract with the Severnside Rail Partnership to allow sponsorship of the station.
- The City Council should investigate marketing opportunities at the station, at nearby stations and on trains.



Section 7 - Acknowledgements

The Task and Finish Group would like to thank the following individuals for their help in compiling this report:-

- City Council's Cabinet Member for Regeneration and Culture
- City Council's Champion of the Evening Economy
- Mr Richard Rawlings, Centre Director, Gloucester Quays
- Mr Chris Oldershaw, Chief Executive, Marketing Gloucester
- The Very Reverend Stephen Lake, Dean of Gloucester
- Mr Paul Hopkins, Hackney Carriage Driver
- Mr Richard Morrish, Station Manager, First Great Western
- Plus Officers from Gloucester City Council who have assisted with the study

Thank You!

SECTION 8

APPENDICES TO EVENING ECONOMY TASK AND FINISH GROUP REPORT



Section 8 - Appendices

Contained within this section are:-

- Timeline
- Scoping Document for the Study
- Press release of 18 March 2013 and summary of responses
- Results of an online survey carried out by Gloucester City's Evening Economy Group in December 2012
- Results of Gloucester's 'Nightsafe' survey of clubbers November 2012
- The Evening Economy Action Plan 2013-14



TIMELINE FOR EVENING ECONOMY TASK AND FINISH GROUP

Date	Activity
12/11/12	Evening Economy topic selected by Overview and Scrutiny Committee as a task and finish group
10/12/12	Members ratified by Overview and Scrutiny Committee
25/02/13	First meeting of Task and Finish Group. Councillor Chatterton elected as Chair
12/03/13	Second meeting of group
13/03/13	Final scoping document agreed
18/03/13	Press release issued on behalf of group seeking feedback from public
19/03/13	Councillor Chatterton speaks on BBC Radio Gloucestershire 'Drive Time' about press release
10/04/13	Third meeting of Task and Finish Group. Attended by witnesses – Richard Rawlings of Gloucester Quays, Chris Oldershaw of Marketing Gloucester, and Cabinet Member Councillor Paul James
07/05/13	Fourth meeting of Task and Finish Group. Attended by witnesses – Reverend Stephen Lake, Dean of Gloucester, Councillor Tarren Randle (Evening Economy Champion), and Mick Thorpe (Group Manager for Planning and Economy)
21/05/13	Fifth meeting of Task and Finish Group. Attended by witnesses – Anna Gwinnett, Economic and Development, and Paul Hopkins, Hackney Carriage Driver.
19/09/13	Sixth meeting of Task and Finish Group. Attended by witness – Richard Morrish, Station Manager, First Great Western



SCRUTINY REVIEW – ONE PAGE STRATEGY (Final version 13/3/13)

Broad topic area	Evening Economy Councillors Chatterton (Chair), Gravells and Field
Specific topic area	<ul style="list-style-type: none"> • 30-50 and 50+ age groups • Development in the Quays
Ambitions for the review	<ul style="list-style-type: none"> • To target specific groups to discover what they would be seeking in order to encourage them into the City Centre and Docks • To look at ways of linking the evening economy offer in the Quays and the City Centre • To 'talk up' the City • To identify a lead organisation to have overall co-ordination of existing Evening Economy groups
How do we perform at the moment?	City Centre evening economy not fulfilling its potential at the moment as identified in the Evening Economy Action Plan
Who should we consult?	<ul style="list-style-type: none"> • Council Officers including ED/Guildhall/TIC • Evening Economy Stakeholders' Group and EE Action Group (Councillor Randle) • Docks Stakeholder Group (Councillor Llewellyn) • Marketing Gloucester (Chris Oldershaw) • St Oswald's Extra Care Village (for over 50's) • Richard Rawlings Gloucester Quays • Cathedral • Westgate traders • Mark Owen FSB • Taxi Drivers • Councillor Lewis (mobile posters) • Councillor James (Cabinet Member) • Railway Station • Members of the public • Managers from major retail outlets in the City Centre
Background information	<ul style="list-style-type: none"> • Evening Economy Action Plan
Support	<ul style="list-style-type: none"> • Sheila McDaid • Democratic Services
How long will it take?	6 months
Outcomes	<ul style="list-style-type: none"> • To explore ways of making the evening economy more vibrant and one which embraces all age groups • To look at ways of linking the leisure destination in the Quays with the evening economy in the City Centre to encourage footfall between both • To identify a lead group to co-ordinate the efficiency of the various existing Evening Economy groups

PRESS RELEASE ISSUED ON 18 MARCH 2013 ON BEHALF OF THE EVENING ECONOMY TASK AND FINISH GROUP PLUS A SUMMARY OF THE RESPONSES RECEIVED

Gloucester by night

What would bring you into Gloucester at night?

That's the question being asked by a group of City Councillors who are asking for ideas to help 'beef up' Gloucester's night time economy.

In particular they want to hear from people in the ages ranges of 30-50years old – and those over 50.

Councillor Jan Lugg, who chairs the Overview and Scrutiny Committee, commented: "There is quite a lot going on around the City aimed at younger people. In particular we have a thriving nightclub and bar sector which is very popular.

"But the City should be about involving all sections of the community and we want to hear from families and older people. We want their ideas about what would tempt them to come into Gloucester in the evening.

"It could be more late night shopping or street entertainment. Maybe a pub with a great atmosphere and value for money meals."

The Committee has set up a 'task and finish group' made up of Councillors; Andrew Gravells, Chris Chatterton and Sebastian Field to carry out the study.

Council Leader, Paul James, whose responsibilities include the city's night time economy, commented: "It is the role of these task and finish groups to look at specific issues and to make recommendations. Any ideas they can come up with will be looked at with interest.

"Our ambition is for Gloucester to have a diverse night-time offer to attract people of all ages to come into the City on a frequent basis and enjoy their experience. I look forward to seeing the result of the group's deliberations."

Any with ideas about activities in the city in the evening can send them to the task and finish group at: Democratic.services@gloucester.gov.uk

End

SUMMARY OF RESPONSES RECEIVED FROM MEMBERS OF THE PUBLIC

- Paranormal Night in Gloucester Prison
 - Venue for a nightclub for over 25's away from Eastgate Street. Dick Whittington pub in Westgate Street has expressed an interest
 - Overnight cafe serving home cooked food after 9.30 and early breakfasts
-
- Theatre in City Centre
 - Comedy Club
 - Re-open Bowling Green in Constitution Walk
-
- Multi purpose professional theatre venue in City Centre including shops and restaurants
-
- Have music venue catering for those who enjoy underground electronic music rather than commercial chart music (as in Bristol)



SUMMARISED RESULTS OF ONLINE SURVEY CARRIED OUT BY THE EVENING ECONOMY GROUP IN DECEMBER 2012 ON AN OVER 30'S NIGHT OUT

Question	Options given	Percentage response
Which week during a typical month would you rather a themed night occurred?	First Friday in the month Second Friday in the month Third Friday in the month Final Friday of the month	37 10 8 38
What type of themed night would you be interested in?	Disco Live Music Comedy Show/Themed Entertainment Other	20 66 63 38 11
Which music genre(s) appeal to you most?	Jazz Rock Indie Dance Current Pop/RnB 70's, 80's, 90's classics Other	17 31 23 19 30 60 16
Would you be interested in having a meal before your chosen themed night?	Yes, with a set location/meal choice Yes, but free to choose location/meal choice No No preference	26 32 13 27

The final question asked for comments/ideas/suggestions for a themed night out. These are the answers. ***Please note that the views expressed are not those of the Evening Economy Task and Finish Group***

- Keep it interesting and varied so different people can enjoy at different times
- Bring back Jumping Jaks (or something similar), that would solve the problem of us 30 somethings not having anywhere to go! Gloucester's night life deteriorated rapidly after that closed down. I wonder whether Friday is a good choice, as a working Mum I always prefer to go out on a Saturday – I'm too tired on a Friday!
- Consult with local amateur dramatics groups

- We need more variety in Gloucester - not just a variation on a theme - eg nightclub nights aimed at over 30s. We need proper specific venues like a comedy/variety club, a decent theatre to rival The Everyman, music venues like Jazz clubs. The old Jumpin Jacks would be perfect for a comedy/variety/jazz club and would attract more people back to that area of the city.
- Help the social clubs in the town to keep them going. Not many left but we still have the Con Club, ROAB, Yacht Club and Naval Club.
- There is a dire lack of good live, original music in the city. Personally I have no interest in overpriced "tribute bands" and discos. The fact that small towns like Stroud, Frome and Falmouth can provide more decent entertainment speaks volumes of the paucity of what Gloucester has to offer. Likewise, there are some excellent small theatres in the city, but without a decent larger venue in the city, this won't lead to a filtering down to other venues and activities. Lastly, anything offered has to get away from Gloucester's traditional "let's drink as much alcohol as possible then go out and fight someone" approach to entertainment. It's a throwback to the past, a bit like Gloucester itself!
- I think we need more choice of drinks, i.e. local beers/ales
- Get rid of the beggar from the cross who is usually outside Marks and Spencers. When people are going home from a meal or going from one pub to another in town, he stops people and asks for money.
- There is a lot of things for the younger person to go in the evening, but nothing if you are interested in adult music/behaviour.
- A live music / comedy duo is always good for a laugh, especially as it caters for everyone and remember it's not just over 30's the city doesn't cater for the late 20's we don't want to go out and listen to teeny bopper music in hot sweaty nightclubs anymore we have kinda grown up hahaha
- Please make it for older people only - no teens and twenties please!
- Keep it away from Eastgate Street
- Local bands if possible



- Moulin Rouge Italian - Dean Martin type Saturday Night Fever 80's New Romantic evening 70's Glam Rock Reggae/Ska, Medieval evening, maybe in Blackfriars Priory, Swing - Ratpack or Big Band sound
- No, doesn't really appeal to be honest. Big name bands and comedians would appeal. How about trying to get some tv or radio recordings done here; like question time, the now show, just a minute, the news quiz etc
- Make sure the venue is changed to keep as many places involved as possible
- I think it is a shame that Gloucester is so quiet in the centre at nights - look at what Cheltenham does its always buzzing
- NO tribute acts please!
- Does it just have to be music? Could there be events for presentations regarding local history, or for example I do a presentation on behalf of the Global Poverty Project that highlights what can be done to eradicate extreme poverty.
- You make the assumption that people want a themed night. Assumption is the mother of all cock-ups
- Ska and reggae nights
- Themed nights are for sheep who follow the herd and don't have ideas of their own or the ability to entertain themselves.
- Murder mystery evenings are great fun, especially if people get dressed up and get involved.
- THINK THIS IS A REALLY GOOD IDEA....HOPE IT WORKS OUT
- singles night
- No gimmicks - I think it puts people off! the theme of the event could simply be the music genre. Maybe a catchy slogan like 'back in the day presents' or 'retro nights presents' but promote good venue, cheap offers - bar, food & entrance, good group/disco i.e. UB42 + other tribute bands, Revolvers, SKA'd (local ska bands), Shy Teds (local band plays good selection of genres). Also, Ricardo (local man) is great and does 'black tie' events - Rat Pack, Luther Vandross type music. We have local talent, venues, nice restaurants but only 'pockets of events' for over 30's - it needs to be 'regular', well promoted and STRICTLY over 30's. WHEN Cafe Rene, Baker St.,

Teagues, New County Hotel have these 'back in the day' type bands/events on - they are packed but it is a bit 'hit & miss' knowing when they're on - promotion not very good, maybe with only a poster in the pub/word of mouth - but they still have a good turnout! So imagine how well attended a regular venue, well promoted, well organised event(s) could be!

- Favourite singer/ person of a particular era
- If you theme a night first off you alienate a lot of people who feel uncomfortable whether because they aren't interested in that particular theme, or just want to go see what first event is like. Establish a night first then introduce themes to keep things fresh.
- Discount on taxis (I live far away...£30 for taxi each way!)
- Not just theme nights, need to look at the City's overall offer - wine bars and classier places.
- Invite a speaker who is contentious/interesting or funny. Encourage people into the City who want more 'brain food' or learn something new from the evening.
- Definitely an 80's night... Comedy night sounds good too
- Keep prices reasonable, but still offer quality experiences that include a variety - i.e. something different each month.
- Quiz night, wine and cheese evening, local produce food night, cooking classes, cocktail making classes, cupcake making classes. Something that's a bit different, unique and not something a normal bar/restaurant would have on. Even after work 'happy hours' or events just to get people into the city and stay out a bit longer with special promotions.



NightSafe "Have Your Say" NightClubbers 30th November 2012

Question 1: What is the best thing about going out in Gloucester?

The most frequently reported answer was that people liked the atmosphere and the feel of the nightlife in Gloucester. Nightclubbers expressed their enjoyment of nights out in the City, highlighting particular venues such as Liquid and Butlers and liked that the clubs and bars were all in one street. 11% of users claimed to like Gloucester because it was cheaper than other areas and alcohol was the third most reported answer.

Question 2: How safe do you feel in Gloucester City Centre at night?

71% of nightclubbers reported feeling safe or very safe in the City Centre at night, with only 6% feeling very unsafe. In the recent City Vision consultation only 46% of residents felt safe in the City Centre in the evening so although those who do not feel safe may not be coming to Gloucester in the evening, those who do, generally feel safe.

Question 3: How do you and your friends stay safe?

The most popular response was for friends to stay together and ensure that no one was left alone. Other suggestions included making sure that mobile phones were charged and to not "look for trouble".

Question 4: What could you do to improve how safe you feel?

Again most people felt that by ensuring they remained with their friends they would be safer, but nightclubbers also felt they would be safer if they drank less. At least this indicates revellers are aware that excessive alcohol consumption impacts on their personal safety.

Question 5: What transport do you use to get home?

The vast majority of those surveyed used taxis to get home, although those who lived nearby usually walked. A minority of those who lived as far as Longlevens walked home, sometimes alone.

Question 6: In what area do you live?

28% of those surveyed lived outside of Gloucester and the majority of those from Gloucester came from the City Centre vicinity, though there were respondents from most Wards across the City.

Question 7: If you use a taxi, how do you rate the taxi marshals?

89% of respondents felt the taxi marshals were helpful, with 58% saying they were 'very helpful' and helped move the queue quickly without disorder. Several clubbers used private hire companies, particularly Andy Cars and therefore did not have much experience with the Marshals.

Question 8: Are you aware of the Fri/Sat night vehicle ban?

82% of those surveyed were aware of the vehicle ban and several commented that it was a good idea.

Question 9: Would you like to see the vehicle ban extended to cover Eastgate Street?

76% would like to see the vehicle ban extended. Most of the comments (Q9a) suggested that they would feel safer; however, some felt this would lead to difficulties being picked up or dropped off and would be a barrier for accessing the flats for residents around Eastgate Street. One female commented that if she were alone the lack of vehicles passing by would make her feel more isolated and less safe.

Question 10: What makes you feel safe in Gloucester?

41% of responses indicated that the Police presence in Gloucester City made them feel safer. Other popular suggestions included doorstaff, being with friends and that people out in Gloucester were friendly.

Question 11: What would you like to see more of?

The most popular answer was for better toilet facilities (62 respondents – 49%). The second most popular answer was improved lighting and the third was for more Police. Alternative suggestions provided by respondents included more CCTV and more drug searches. More variety of clubs and public transport were also desired by several of those surveyed.



Question 12: Age?

70% of those who provided their age were in the 18-24 year group and 14% were 25-30. The remaining 16% was spread sporadically across the spectrum.