

**OVERVIEW AND SCRUTINY COMMITTEE
TASK AND FINISH GROUP MONITORING SHEET**

TOPIC	Evening Economy
DATE CONCLUDED	October 2013
PRESENTED TO CABINET	5 February 2014
MONITORING DATE	9 November 2015

RECOMMENDATION	LEAD OFFICER(S)	PROGRESS/ACTION TAKEN	STATUS
KEY POINTS			
1. 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.	N/A	Jason Smith was appointed in January 2014. Strategic Marketing Plan was laid out in action points listed in the document 'Growing Gloucester's Visitor Economy' which was adopted by Cabinet on 10 December 2014. Events and Marketing are planned until 2018. The strategy is one for growth and to-date is proving successful.	Ongoing
2. 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.	Head of Regeneration and Economic Development	Evening Economy Group no longer exists as it was largely duplicating other meetings. Evening Economy is now being driven forward as part of the LVA, City Centre Management and City Safe groups. Evening economy is represented in all of these groups, forming a better working relationship with the daytime economy. Ultimately the objective is to create greater cohesion between the day, evening and night time economies.	Ongoing

<p>3. 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.</p>	<p>Head of Regeneration and Economic Development</p>	<p>Marketing Gloucester has set up a coordinated calendar of events (Google shared calendar) which has been widely subscribed to by organisations across the city. This information feeds the listings pages of www.thecityofGloucester.co.uk website and Gloucester Facebook pages. The updated website is due to be launched this year and provides a better showcase of this activity.</p> <p>Marketing Gloucester regularly meets with relevant groups through the City Centre Management meetings.</p>	<p>Ongoing</p>
<p>4. 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.</p>	<p>Head of Regeneration and Economic Development</p>	<p>The programme of events through 2015 have shown that significant footfall can be drawn into the city centre. Marketing Gloucester are currently costing proposals to create event space in Kings Square and additional events in order to further drive footfall. This activity is complemented by that of the Head of Regeneration and Economic Development who is looking to reinforce links through the Commercial Road property redevelopment proposals and the master planning at Blackfriars.</p>	<p>Ongoing</p>

PUB/CLUB/RESTAURANT/THEATRE/SHOPPING FACILITIES				
5.	The development of a recognised restaurant quarter in the City Centre should be explored in common with other cities.	Head of Regeneration and Economic Development	Gloucester city centre is doing well and there are limited available premises in the city centre – King’s Quarter will offer possibilities in the future. We have recently seen the opening of C&W African Experience and Hubble Bubble, plus the strengthening of the food offer at the Fountain and The Lamprey in Westgate Street. This has made a significant contribution towards creating a restaurant/food quarter in that area. Peel’s Leisure (Restaurant) Quarter at the Docks has impacted on big chain restaurants looking at premises in the city centre – it has become a nationally recognised food venue and eating offer and is proving highly successful.	Ongoing
6.	Pubs and restaurants should be encouraged to offer promotions to coincide with events and ensure opening times are aligned to meet customer demand.	Head of Regeneration and Economic Development	Pubs and restaurants are continually encouraged to offer promotions to coincide with events and ensure opening times are aligned to meet customer demand. Ultimately this is at the discretion of the business owner.	Ongoing
7.	Those clubs and pubs that cater for a wide range of musical tastes and live music should be encouraged to advertise more widely.	Head of Regeneration and Economic Development	There is the ability for businesses to push events more through Marketing Gloucester’s web site and through their social media channels.	Ongoing
8.	The existing comedy clubs in the City need to build on their reputation and publicise their events.	Head of Regeneration and Economic Development	There is the opportunity for existing comedy clubs to build on their reputation and to publicise events through the MGL website and calendar.	Ongoing

9.	In respect of theatres, a niche should be found for established venues such as the King's Theatre and the Picturedrome	Head of Regeneration and Economic Development	The City Council is working with key partners to develop a Cultural strategy. This could form a component of that strategy as it emerges. Ultimately proposals need to be based on demand and deliverability as well as an ability to meet on going running costs.	Ongoing
10.	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	Head of Regeneration and Economic Development	Regular discussions are held with retailers. In general, their interest in late night opening is for the Christmas period only. Independents generally will not alter their opening hours. Coffee shops and cafes are a little more accommodating and altered their hours during the rugby world cup, although this was not applied across the City.	Ongoing
TRANSPORT CONSIDERATIONS				
11.	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.	Head of Regeneration and Economic Development	Stagecoach, who provide circa 90% of services already provide services for key events. They also run larger buses and put on extra staff for events such as the Christmas Lights switch on. New or one off events are much harder to plan for to be able to establish potential demand and therefore to meet cost.	Ongoing
12.	Discussions should be held with local bus companies and First Great Western to explore incorporating tickets for local attractions with journeys.	Head of Regeneration and Economic Development	Stagecoach already offer joint train and bus tickets. They have confirmed that the principle of incorporating tickets with local attractions is a sound one and is something that they would be interested in exploring further. There is nothing in place at the moment.	Ongoing

13. Parking schemes and tariffs should be harmonised to give greater clarity for visitors to the City Centre.	Head of Regeneration and Economic Development	Charging hours in City car parks has been reduced to encourage use of the city centre. There is harmonisation between end of charging time of parking in surface car parks to the same time as on street parking. Intention to move to pay on foot method of charging rather than pay and display to encourage dwell time and improve the visitor experience.	Ongoing
ENVIRONMENTAL CONSIDERATIONS			
14. 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 street scene is improved.	Head of Neighbourhood Services	<p>City Centre Trade Waste Collection Policy was introduced in January 2015. This allows the Council to take enforcement action against businesses who present trade waste outside the hours of 06.00 and 10.00 am. These hours were specified in order to protect high footfall hours when the City is on display to residents and visitors.</p> <p>Prior to implementation of the policy all City Centre businesses were contacted during the consultation period and given advice on responsible trade waste management. Further advice was also given during the transitional period.</p> <p>As a result of the new policy it is apparent that there is a reduction in trade waste being left out during prime shopping hours. Enforcement Officers are aware that trade waste in the City Centre is a key priority and resources are allocated as necessary when incidents arise.</p>	Ongoing

15.	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.	Head of Regeneration and Economic Development	Using the City Centre Investment Fund allocation, some historic and landmark buildings have been floodlit. Portico lighting in the Eastgate Shopping Centre was completed in February 2015.	Ongoing
GLOUCESTER TRAIN STATION				
16.	The Leader of the Council should write to Network Rail to request them to refurbish the building.	Leader of the Council	Leader of the Council wrote to Network Rail. Project is on-going with Network Rail and Great Western Railways to revamp and improve the station.	Complete
17.	The City Council should explore entering into a contract with the Severnside Rail Partnership to allow sponsorship of the station.	Head of Regeneration and Economic Development	The City Council is working closely with the County, GFirst LEP, Network Rail and Great Western Railways to deliver improvements at the station.	Ongoing
18.	The City Council should investigate marketing opportunities at the station, at nearby stations and on trains.	Head of Regeneration and Economic Development	Marketing Gloucester have arranged for leaflets publicising attractions to be displayed in the foyer of Gloucester Railway Station.	Ongoing