

Report to Cabinet
26 March 2014
Report of Deputy chief executive (Operations)
Subject The night time economy

Item
6

Purpose

To consider an action plan that will help mitigate the impacts of the night time economy

Recommendation

To approve the action plan outlined in the report and the implementation and support of the top 12 measures to mitigate the impacts of the night time economy in the city centre on residents, businesses and visitors.

Corporate and service priorities

The report helps to meet the corporate priority A safe and clean city and the service plan priorities to manage statutory enforcement in relation to nuisance, licensing and food and safety, and reduce crime and anti-social behaviour.

Financial implications

The actions arising from this report will be met from existing approved budgetary provision or external grant funding.

Ward/s: All wards

Cabinet member: Councillor Stonard – environment development and transport

Contact officers

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Background documents

None

Report

Background

1. Norwich has a reputation as a city of culture. Its vibrant entertainment sector attracts people locally, regionally and beyond. The city evening offer includes theatres, restaurants, pubs, clubs and music venues that would rival the cultural infrastructure of many larger UK cities. Norwich as an evening destination has a real buzz and energy about it and makes an important contribution to the Norwich economy.

What is the evening and night time economy?

2. Whilst there is no standard definition for the night-time economy, it is often taken to be economic activity which occurs between the hours of 6.00pm to 6.00am and involves the provision of entertainment, food, and drink usually in a social context.
3. However, most people would say that the night time economy is the activity takes place after 10.30 / 11.00pm.

Addressing evening economy issues

4. Issues with the night time economy are not unique to Norwich. Most cities and towns across the UK are experiencing some negative side effects of a having a vibrant night life. This includes, for some people, excessive alcohol consumption, which can result in crime, anti-social behaviour and general disorder.
5. However, most people drink responsibly and go home safely.
6. For the purposes of this report, the focus is the night time economy in the city centre and the impacts of this excessive consumption of alcohol. However, it should be noted, that the night time economy is a feature of the city as a whole wherever there are licensed premises for the sale of alcohol or entertainment.

Policy context

7. The development and subsequent management of the night time economy is influenced by a wide range of national and local policies. Government policy and legislation such as the Licensing Act 2003 and the national alcohol strategy is passed to local government and agencies to implement. Below are some examples of how duties and responsibilities are carried out in Norwich.
 - a) **Norwich City Council**, has a key responsibility in respect of defining the development and management of the daytime, evening and late night economies through its planning, environmental protection and licensing powers.
 - b) **Norfolk County Council** holds the public health remit for Norfolk and a new duty to improve the health and wellbeing of Norfolk's residents and it also commissions drug and alcohol services;
 - c) **Norfolk Constabulary** has a role in reducing crime and disorder.

- d) **Norwich Clinical Commissioning Group** is responsible for the commissioning of local NHS services.
8. Sitting alongside these duties is an increasing awareness that people taking personal responsibility for their actions has an increasing part to play. Promoting positive messages and engendering behaviour change are an important part of the national alcohol strategy and Norfolk drug and alcohol strategy.
 9. Because of the range and number of agencies involved in night time economy it presents a complex challenge for all the agencies and organisations involved.
 10. A list of relevant policies is included in appendix 1.

Norwich night time economy challenges

11. In recent years the entertainment hours in the city centre have increased, with a number of venues open through to 4.00am or 6.00am, particularly on Thursdays, Fridays and Saturdays. In 2012, voluntary agreement was achieved for the licensed premises on Prince of Wales Road to close at 4.00pm.
12. The affordability and availability of alcohol in Norwich has also increased. From 2005 to 2012 there has been a 40% increase in the total number of licensed premises and a 67% increase in the number of off-licenses. Although Norwich is following the national trend in terms of pubs closures, the increase in different sorts of drinking establishments is evident in these figures.
13. Alcohol from off-licences costs on average around one third of the cost of alcohol bought from pubs, bars and clubs and drinking at home before a night out – ‘pre-loading’ - has become common. Feedback from bus and taxi drivers indicates that a number of people are being transported into the city who are already drunk.
14. About 30,000 people come into Norwich each evening at the weekend. In recent years the largest increase in the numbers of incidents in central Norwich has been between 4.00am and 6.00am, following the introduction of extended licensing under the Licensing Act 2003, which has made alcohol available for longer periods of time.
15. The distribution of alcohol-related violent crime and anti-social behaviour is concentrated in the Prince of Wales Road and surrounding area but does affect the whole city. 9% of all the alcohol-related crime in Norfolk happens on Prince of Wales Road where the Norwich night time economy is centred. The peak days for alcohol-related crimes are Saturday and Sunday and peak times are between 11.00pm and 2.00am, with nearly a third of all alcohol-related offences occurring between these three hours.
16. Norfolk Constabulary report that in 2011 an upward trend was observed in violence linked with the night time economy and as a consequence, it became a policing priority resulting in changes to the policing levels within the night time economy.
17. Whilst 9% of all the alcohol-related crime in Norfolk happens on Prince of Wales Road where the Norwich night time economy is centred, overall the rate of alcohol-related crime in the Norwich City Council area has been decreasing

steadily since 2006-07, in line with reductions seen nationally. Norwich had the highest rate of alcohol related crime in Norfolk until 2011-12.

18. Currently, the presumption within licensing legislation is that license applications will be granted unless there are representations that clearly evidence that an application will conflict with the licensing objectives which are set out in the Licensing Act 2003. Therefore if an application is refused without this evidence it could be challenged. In practice, this means that there is little the licensing authority can do to prevent a high density of licensed premises. Whilst a saturation policy can be introduced and this has been considered previously, this is not statutory and decisions to decline new licences can be overturned on appeal.
19. Equally, the licensing act 2003 has no licensing objective in England and Wales to protect public health. However as a part of the national alcohol strategy the Government is proposing that health impacts be considered in license applications.

Current approaches

20. Over recent years a number of interventions have been developed, many of them through the community safety partnership and Norfolk drug and alcohol partnership that set out to reduce the crime and ASB that occurs and the impacts of alcohol consumption on users of the night time economy.
21. Taking a partnership approach is considered to be more effective as it ensures a more joined up approach on addressing the issues across partners. Some examples of these interventions are shown in appendix 2.

The councils response to the police reform and social responsibility act 2012

22. A new piece of legislation was introduced in 2012 which introduced some new interventions and the council and its partners have investigated how these might be applied in Norwich.

Early Morning Restriction Order (EMRO)

23. The EMRO enables licensing authorities to restrict sales of alcohol in the whole or a part of their areas for any specified period between 12.00 midnight and 6.00am, if they consider this appropriate for the achievement of the licensing objectives.
24. Work was undertaken to introduce three EMRO areas in Norwich. However, this process was terminated following consultation to explore other mechanisms that would achieve the same outcomes through a different approach. Further work is being carried out by the Police in conjunction with the council and the premises license holders, the aim of which is to move forward with the introduction of EMROs that will be supportive of both the licensing objectives and the operation of the businesses.
25. However, the legislation did provide the opportunity to reach a voluntary agreement for Prince of Wales licensed venues to close by 4:00am since August 2012 that is currently still in operation.

Late Night Levy (LNL)

26. The late night levy allows licensing authorities to place an annual levy based on the business rates of licensed premises that open between midnight and 6.00am. This can then be used for the extra enforcement costs that the night-time economy generates for police and licensing authorities.
27. The use of the levy was considered in conjunction with an EMRO and the total income from the levy was at the time, calculated to be in the region of £35,000. After the deduction of the cost to administer the system and recover any monies not paid, which were thought would be considerable; it left a minimal return to be used for these purposes due to the small number of licensed premises in Norwich compared to large cities such as Newcastle.

Cumulative impact (CI)

28. Cumulative impact (CI) allows licensing authorities to limit the density of licensed premises in problem areas.
29. CI is not mentioned specifically in the Licensing Act 2003 but is referred to in the guidance issued by the Home Secretary as meaning “the potential impact on the promotion of the licensing objectives of a significant number of licensed premises concentrated in one area.”
30. In 2011, prior to the enactment of the police reform and social responsibility act, consideration was given to the use of a cumulative impact policy (CIP) as a mechanism to manage the number of licensed premises in the Prince of Wales Road area.
31. However, following the changes introduced by the police reform and social responsibility act and the introduction of early morning restriction orders (EMRO), the work to develop a proposal for a CIP was put on hold so that the use of an EMRO could be explored.
32. Following the resolution of licensing committee in December 2013 to terminate the proposed EMRO and to end the statutory adoption process, further consideration is being given to the introduction of a CIP in conjunction with the Norfolk Constabulary and other measures in conjunction with other partners that will mitigate the impacts of the night time economy.

Night time economy action plan

33. Building on the work that is already done (see appendix 2), over the last year the council and its partners have been collating and examining information from a number of sources including customer reports, complaints and community engagement activity including recent work with the stakeholders forum. This has confirmed that there are a number of issues which need to be tackled. These are:
 - a) Private hire vehicles parking on residential streets, often where there are double yellow lines causing a noise disturbance for residents from use of radios playing loudly and drivers talking and shouting.

- b) Revellers not using publically available toilets, resulting in urinating and vomiting on the pavements, gardens, alleyways and doorways
 - c) General crime and anti-social behaviour
 - d) Noise from revellers leaving the night time zone
 - e) Pre-loading of alcohol consumed prior to arriving in the Prince of Wales Road area
34. Like many of the issues that arise from the night time economy, no one agency is responsible and any actions to mitigate these will require a continued partnership approach if they are to be effective. A number of short and medium term actions are being proposed.

The top 12 actions

Short term measures

Action:

Subject to the approval of Norwich Joint Highways Agency Committee, introduce an experimental late night road closure in specified residential streets that will be in operation between 11.00 p.m. and 6.00 a.m. on Fridays and Saturdays

35. On Friday and Saturday nights in particular, private hire vehicles park on Cathedral Street as well as St Faiths Lane and Recorder Road. Noise from people congregating to wait for booked vehicles together with the noise of radios and doors slamming, etc. causes considerable disturbance for local residents. The congregation of groups of people can lead to crime and disorder issues. From time to time the roads are also used as a circuit by 'boy racers'.
36. To ameliorate the problem and based on experience elsewhere the police have suggested that it might be possible to close these roads to all traffic other than that generated by residents and any local businesses.
37. The cost of a temporary closure in terms of providing barriers and providing staff would be significant and it is not something the council could contemplate in the present financial climate. Furthermore it may be difficult for civilian staff to operate. However, the police have indicated that they would be prepared to both sign and enforce such a restriction; potentially providing operational advantages to the police and being integrated into their normal policing of Prince of Wales Road.
38. The legal backing for the closure would need to be achieved via an experimental traffic order which can last up to 18 months before being made permanent. Such an order does not require consultation before being introduced; the period of the experiment being the consultation period. Any decision to make permanent would depend on the outcomes it achieves for local residents, thorough consideration of feedback about the experiment, review of operational experience more generally and being satisfied that it would be practical to

continue the closure into the long term. It should also be noted that an experimental order can be terminated at short notice and there are options to vary it; for example it might prove practical that a shorter period of closure would be effective.

39. With private hire vehicles not being able to park on these roads any more, as part of the experiment consideration is also being given to allowing private hire vehicles on Castle Meadow during these hours as usage of the street by buses is very low at such times. This would also require Norwich Highways Agency Committee approval.

Action:

Installation of an additional CCTV camera Bank Plain

40. The council's CCTV system makes a significant contribution to the policing of the night time economy area. However, the police and council have been aware for some time that there has been a gap in coverage in the Bank Plain area where crime and disturbances are known to occur.
41. CCTV in this location will make a significant contribution to the policing of the night time economy area, the tasking of police on duty and gathering of evidential information for enforcement action.

Action:

Installation of an additional CCTV Camera Cathedral Street / St Faiths lane

42. The installation of a second additional CCTV camera at the junction of Cathedral street and St Faiths Lane is proposed to provide increased surveillance of the anti-social behaviour that occurs in the residential streets and to provide evidential information for police prosecutions where appropriate.
43. Given that this camera will be in a residential area, its installation will need to be carefully managed to ensure that its use is directed onto the public highway.
44. The installation of these cameras has been made possible with funding from Norfolk community safety partnership and a contribution from the Norfolk Constabulary.

Action:

Gating orders

45. There are a small number of adopted pedestrian alleyways that suffer the impacts of revellers leaving the Prince of Wales Road area which result in complaints of the alleys being used for urinating, vomiting and other nefarious activities. Where there is evidence of crime and disorder occurring in the these alleyways, a gating order under the clean neighbourhood's act 2005 can be considered, which allows an alley that is a public highway, to be closed on grounds of crime and disorder.
46. The council and police have been gathering evidence for one alleyway off Redwell Street for a number of months and if it is considered that there is

sufficient evidence, it will be recommended to Norwich Highways Agency Committee, that a Gating Order be approved.

47. Funding has been made available through the community safety partnership to support gating orders and the council propose to take a pro-active approach where these relate to the night time economy and there is evidence of crime and disorder occurring.
48. Where the alleyways are important as a pedestrian route, any orders will be for a night-time closure only.

Action:

Work with the licensed trade to explore how toilet provision can be made available at the end of the evening.

49. Urinating in public places is a common feature of night-time economies and the constabulary are able to issue a fixed penalty notice where this is observed. The view taken to date is that the bars and clubs themselves have a role to play for users of the night time economy being able to access the toilets in the clubs themselves after closure, rather than the cost of new provision falling on the public purse.

Action:

Increase policing resources

50. Given the impacts of the night time economy on policing and the issues is Norwich being a priority for the Norfolk Constabulary, additional police resourcing has been agreed for the 2014-15 financial year. This resource will increase the resources for the policing response as well as the ability for the constabulary to contribute to these practical actions.

Action:

Call on the government to take action on the cost and availability of alcohol

51. The national alcohol strategy aims to change the nation's approach to alcohol, to address the adverse effects of binge drinking on society and reduce the number of people drinking to damaging levels.
52. The main reason cited in the strategy for the increase in binge drinking is the availability of cheap alcohol which has led to an increase in people consuming large quantities of alcohol.
53. The University of Sheffield are reported to have undertaken modelling on the impacts of introducing a minimum unit price of alcohol which would impact on the consumption of hazardous and harmful drinking, resulting in health benefits and some reductions in crime related harm.
54. At this stage the government has decided that the introduction of a minimum unit price for alcohol will remain policy under consideration which will allow the alcohol industry, both producers and retailers, the opportunity to demonstrate

what it can achieve voluntarily as it believes that voluntary action can deliver the significant change needed.

55. However, the view of a number of specialist alcohol support and advocacy organisations is that minimum unit pricing should be introduced. Public Health England, the government agency responsible for protecting and improving the nation's health and addressing inequalities, is said to share the disappointment of the public health community that the introduction of a minimum unit price for alcohol is not being taken forward at this point.
56. Therefore it is proposed that the leader will write to the Home Secretary to ask that a review of this approach is brought forward as it is regarded that government action is required to reduce the availability of low cost alcohol and voluntary agreements will not achieve this.

Medium term measures

Action:

Develop a cumulative impact policy and EMRO

57. Following the resolution of licensing committee in December 2013 to terminate the proposed EMROs in the city and to end the statutory adoption process, the use of a cumulative impact policy (CIP), is being re-explored in conjunction with the Norfolk Constabulary.
58. A CIP would identify that the area designated for a CIP is at saturation point for licensed premises and create a presumption against any further licences being approved.
59. Whilst an initial voluntary agreement, subsequently formalised, was in place with licensed premises which means that premises close by 4.00am, officers will continue to work with the Norfolk Constabulary and licensed trade to identify if an EMRO can be developed that is supportive of the licensing objectives and the operation of the businesses.

Action:

Introduce Taxi marshalling

60. Norwich previously had a successful marshalling scheme, which was originally funded by the community safety partnership using Home Office grant. After this funding ceased it was funded on a temporary basis by the police and council whilst the development of a self-funding scheme was explored. Unfortunately, this was not successful. The police have proposed a new model and officers will explore with the police how this can be implemented once further proposals have been received.

Action:

Improve traffic management

61. Forming part of the Norwich Area Transportation Strategy there are proposals to make Prince of Wales Road two-way for cycles, buses, taxis and deliveries only (with two movement on Rose Lane for general traffic).
62. The Prince of Wales Road proposals would provide significant transport benefits and would also help to further improve road safety in the street (following the successful changes to the street layout implemented in 2004). In addition, with less traffic in the street the proposals would be likely to assist police operations in during the late night time period.
63. The timescale for bringing forward this scheme is presently some years away, however, to follow implementation of the Northern Distributor Road. Cabinet are recommended to request that the project be brought forward.
64. As part of the Prince of Wales Road proposals it would be possible to examine traffic management in side streets to the north should the experimental closures suggested elsewhere in this report either not prove effective or sustainable.

Action:

Invest in future toilet provision at Rose Lane

65. The council's ability to invest in new toilet provision is limited due to the current budgetary constraints facing the council and public sector as a whole. As previously discussed, there is a role for the licensed trade to make their existing provision more widely available. However, with the development of the new Rose Lane multi-story car park in 2015, a cost effective solution has been put in place to integrate additional external public toilet provision into the designs that are currently out to tender. This will increase toilet provision in the city centre during the day and evenings as a whole as well as the night time economy areas.

Action:

Promote a designated driver scheme

66. Designated driver schemes are where an individual abstains from alcohol on a night out in order to drive his/her friends home safely. It is intended as a safe alternative to drink driving. In order to encourage these arrangements, some licensees offer free non-alcoholic drinks to designated drivers.
67. A number of areas are encouraging this scheme and Cabinet are requested to endorse the principle of such a scheme and request officers explore the development of such a scheme, which would also support the council's commitment to the Zagreb Convention and the Healthy Norwich Programme.

Other related activity

68. A further area of activity that the council is working closely with local partners is a Norwich 'Reducing the Strength' campaign, which is being led by the Norwich

CCG and involving the City Council, Norfolk Constabulary, Drug and Alcohol Action Team, Norfolk Public Health and other partners, as part of the Norwich Alcohol Strategy.

69. Whilst this is not directly related to reducing the impacts of the night time economy, the campaign does contribute to the broader public health alcohol harm reduction messages.
70. Although, the issues of street drinking are complex, the banning of super-strength alcohol from off license premises is thought to have made a positive contribution.
71. The Norwich campaign was formally launched on December 8 2013 with venues invited to sign up to go super-strength free. The launch achieved some positive press coverage in the local media including newspaper, television and radio and further promotional and development activity will progress over the coming months.

Continued partnership working

72. The report identifies that importance of effective collaborative working across a range of partners to achieve a vibrant but safe night time economy. Whilst there is a clear willingness for collaborative local working, there is also a role for central government to play in influencing the availability and pricing of alcohol and its role in society.
73. This means there is only so much that local organisations can do to mitigate the impacts of excessive use of alcohol on individuals and communities.
74. The collaborative approach will be required and continue with all stakeholders. This will include realising further benefits of the Healthy Norwich programme and joint working with the Norwich CCG and Norfolk Public Health and an increased dialogue and involvement from residents and businesses and licensed premises.
75. Cabinet is asked to:
 - a) Approve the installation of two additional CCTV cameras
 - b) Recommend to the Norwich Joint Highways Agency Committee an experimental late night road closure on Cathedral Street, St Faith's Lane and Recorder Road
 - c) Recommend to the Norwich Joint Highway Agency Committee that a Gating Order is approved
 - d) Request that officers work with licensed premises on Prince of Wales Road to make their own toilet provision more widely available
 - e) Recognise the additional resources that are being made available by the Norfolk Constabulary to police Prince of Wales Road
 - f) Agree that the Leader will write to the Home Secretary requesting Government action to reduce the availability of low cost alcohol

- g) Ask Officers to
- h) Explore with the Norfolk Constabulary and the licensed trade to identify if a Cumulative Impact Policy and EMRO can be developed for the area
- i) Work with the Norfolk constabulary to consider the merits of a proposed taxi marshalling scheme
- j) Request Norfolk County Council brings forward traffic management measures that will improve the safety of Prince of Wales Road
- k) Endorse the work to integrate a cost effective option to integrate external toilet provision into the designs of Rose Lane multi-storey car park
- l) Promote a designated driver scheme with partners and licensed premises
- m) Promote with partners the Norwich “reducing the strength” campaign
- n) Undertake consultation and engagement with residents, partners and businesses on these proposal where required.

The policy context

1. **The Government's Alcohol Strategy (March 2012)** which aims to change the nation's approach to alcohol, to address the adverse effects of binge drinking on society and reduce the number of people drinking to damaging levels.
2. The main reason cited in the strategy for the increase in binge drinking, which in part is a feature of night time economies, is the availability of cheap alcohol which has led to an increase in people consuming large quantities of alcohol at home.
3. The strategy identifies a number of existing Government led measures including:
 - ring-fencing of the public health budget from April 2013 in upper tier and unitary authorities
 - Health and Wellbeing Boards bringing together local councils and health services to better understand local priorities
 - the introduction of Police and Crime Commissioners with the remit of cutting crime and anti-social behaviour
4. The National Alcohol Strategy includes commitments to:
 - introduce a minimum unit price for alcohol
 - consult on a ban on the sale of multi-buy alcohol discounting
 - introduce stronger powers for local areas to control the density of licensed premises including making the impact on health a consideration for this
 - enable powers to restrict alcohol sales through an EMRO and a new late night levy
 - work with industry to promote responsible production, sale and promotion of alcohol
 - pilot innovative sobriety schemes to challenge alcohol-related offending
 - introduce an alcohol check within the NHS Health Check for adults
5. **The Police reform and social responsibility act (2012)**, introduced a range of new measures to re-balance the licensing act 2003, including:
 - increasing fines for persistent underage sales
 - a late night levy to help cover the cost of policing the night time economy
 - increasing the flexibility of early morning alcohol restriction orders
 - lowering the evidential threshold on licensing authorities
 - removing the vicinity test for licensing representations to allow wider local community involvement

6. **Norwich City Council licensing policy (January 2011)**, which details how the council applies Government guidance in managing the provisions of the Licensing Act 2003 to deliver the four licensing objectives which are:
 - the prevention of crime and disorder
 - public safety
 - the prevention of public nuisance and
 - the protection of children from harm
7. **The Joint Core Strategy (March 2011)**, specifically policy 11 which sets out to maintain the vitality of the city centre and a vibrant cultural and leisure offer identified as a priority. Planning policy changed through the Joint Core Strategy to encourage evening activities throughout the city centre, whilst retaining the late night activity zone.
8. **The Local Plan – the existing Replacement Local Plan and the emerging Development Management Policies Plan**. The existing Replacement Local Plan is soon to be superseded by the emerging Development Management Policies Plan DPD (the Plan) which has recently gone through public examination. Both plans define the area to be included in the Late Night Activity Zone (LNAZ) although this area is proposed to be changed under the emerging Plan. There are two zones identified;
 - one on Prince of Wales Road, extended to the south to take in all premises up to St Faiths Lane but now excluding Tombland and a small area of the southern-most part of Redwell Street (previously included);
 - the second area is the Riverside Leisure Quarter.
9. The policy contained within the emerging plan seeks to achieve two aims; firstly, to only permit development of late night entertainment uses within the defined zones, and secondly, to prevent development of incompatible uses such as housing and other noise sensitive uses within or adjacent to the defined zones.
10. **The Greater Norwich Development Partnership economic strategy 2009-14**, which identifies the priorities and strategic objectives that will attract investment and maximise opportunity for all sections of the local community whilst, retaining the essential character of the area and high quality of life that it offers. Maintaining city centre vitality and a vibrant cultural and leisure offer is highlighted as a priority within the document
11. **The Norwich Area Transportation Strategy (NATS) 2010-2025**, as the transport strategy for the Norwich area, seeks to address the transport requirements of significant growth in homes and jobs; make travel and transport more sustainable acknowledging that the car will remain essential for many; includes policies and plans for walking, cycling, buses, traffic management, air quality, road safety, parking, freight, etc.
12. **The Norfolk Community Safety Partnership Plan 2012 - 2015**, sets out the priorities that the partnership will focus on, one of which is to reduce the harm caused by the misuse of drugs and alcohol within the night-time economy.

13. **The Norfolk drug and alcohol strategy 2013-2016** which in part sets out to improve commissioning that will be most effective to reduce alcohol- related harm. It refers specifically to the need to work in partnership and develop activities amongst all partners to control alcohol misuse.
14. **The Norfolk police and crime plan 2013-2017** has an objective to reduce violent and sexual crime within key night time economy areas

Current approaches

Norfolk Nightsafe

1. A county community safety partnership led initiative that supports the partnership's objective to reduce the harm caused by the misuse of drugs and alcohol, within the night-time economy and includes a number of individual activities.
2. Many businesses have signed up to a **Secure Incident Reporting and Community Engagement System (SIRCS)** which allows members to securely access information on perpetrators of violence, inappropriate or aggressive behaviours within member venues and issue offenders with a 'red card' denying them access to all member venues for a period of six weeks
 - Best Bar None scheme which assesses bars against national standard on capacity, security, drinks and drunkenness, drugs, thefts, disorder, public safety, first aid, event control, glassware, fire safety, building safety etc.
 - The establishment of the SOS Bus that supports people to get home, with illness or injury, emotional distress or other vulnerability on a Friday and Saturday night on Prince of Wales Road. Since 2001, the SOS bus has helped approx 6,000 people; 600 of which needed medical assistance
 - The SOS Responders who are volunteers trained and directed by ambulance service who offer emergency medical assistance to people all over the city centre from Thursday to Saturday evenings
 - Norfolk Street Partnership - volunteers from 10.00pm to 3.00am on Friday and Saturday night offer "care, concern and a listening ear to anyone in need," from calming a heated exchange to providing flip flops to a person struggling in high heels
 - The use of alcohol harm reduction messages on glasses, posters and flyers
3. A number of council services also make a significant contribution.
4. The council's civil enforcement officers work until 1.00am in the Prince of Wales area managing parking issues and working closely with the constabulary to help ensure the quality of life particularly for residents of the streets leading from Prince of Wales Road. From time to time the hours of operation can be extended, for example when undertaking joint operations with the police.
5. The council's CCTV system is used extensively during the times of the night time economy and is an integral part of the policing response. It is used for guiding police to public order issues and providing evidential information when prosecutions are being taken.
6. Street cleaning is undertaken early in the morning to ensure the main thoroughfares are clean before the day-time traffic and pedestrians come into the city centre. The council will be undertaking early morning inspections of Prince of Wales Road and associated streets once the clocks change to assess the effectiveness of the cleaning. Once we have the information the council can review the street cleansing programme accordingly.

7. Targeted initiatives led by the Norfolk Constabulary under the banner Operation Impact, where increased policing combined with later working by the council's civil enforcement officers and other partners has seen reductions in violence and sexual violence.
8. Whilst some grant funded interventions have been mainstreamed, others such as the Norwich taxi-marshalling scheme which provided a managed taxi rank for users waiting for hackney carriages finished in April 2011 after the start-up grant funding came to an end.
9. Newer initiatives include the introduction by the council of a Responsible Alcohol Sales business merit, for off licences and convenience stores - affiliated to the Healthy Options Norfolk (HONor) awards, co-ordinated and assessed by the council's Food & Safety team.
10. In 2012, the Council endorsed the 2008 Zagreb declaration, demonstrating its commitment to improving the health and well-being of the people living in Norwich and its commitment to partners to embed the health agenda into policies made for the city's future.
11. Working with the clinical commissioning group and wider partners, the council took this commitment further to become a healthy city as part of the World Health Organisation UK Healthy Cities Network in August 2012.
12. The Healthy Norwich programme forms part of the Norwich Clinical Commissioning Group's strategy for health and wellbeing 2013-18. One of the 7 key themes is:
13. **Smoking, alcohol, and drug misuse** – helping people to stop smoking through the provision of local smoking cessation services, and reducing drug and alcohol misuse
14. Forming part of this theme, a Norwich alcohol strategy has been developed which sets out to raise the awareness of the potential personal harm and harm to others from alcohol use and where responsible consumption of alcohol is the social norm.
15. Specific actions aimed at harm reduction which can only be achieved through effective partnership working includes those directly or indirectly affected by harm from alcohol and include people affected by alcohol-related anti-social behaviour or crime, family or social network members affected alcohol-related domestic violence, children not being cared for or having to care for an adults who misuses alcohol.

Integrated impact assessment



NORWICH
City Council

The IIA should assess **the impact of the recommendation** being made by the report

Detailed guidance to help with completing the assessment can be found [here](#). Delete this row after completion

Report author to complete

Committee:

Cabinet

Committee date:

26 March 2014

Head of service:

Bob Cronk, Andy Watt, Adrian Akester, Graham Nelson

Report subject:

The night time economy

Date assessed:

10.3.14

Description:

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other departments and services e.g. office facilities, customer contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The report recognises the positive impact that the night time and evening economies have on the Norwich economy
Financial inclusion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Safeguarding children and adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<u>S17 crime and disorder act 1998</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The actions propose will contribute to the council meeting its responsibilities under the C&D act 1998 and reducing crime and disorder
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Health and well being	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Some of the actions will if effective increase the awareness of the impacts of excessive alcohol consumption on health and provide individuals the opportunity to make more informed choices about there own well being and the well being of others
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Advancing equality of opportunity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Some of the proposals will enhance transportation in the night time economy
Natural and built environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Waste minimisation & resource use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pollution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Energy and climate change	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Risk management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Recommendations from impact assessment

Positive

The report contains a number of short term actions and medium term options that if fully implemented will reduce the impact of the night time economy on residents, businesses and users.

Negative

Neutral

Issues