

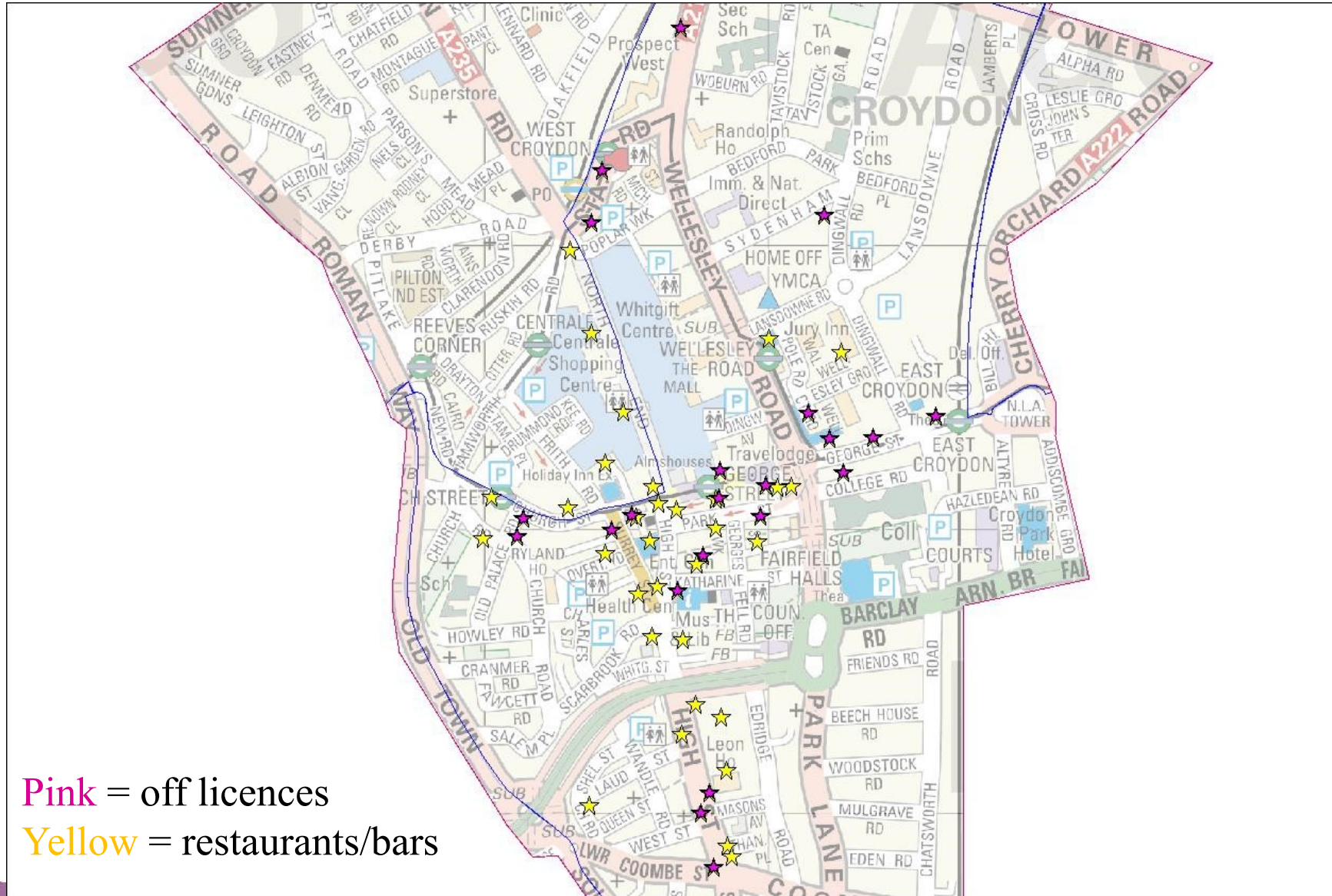
Evening Economy 16th February 2016

Cllr Mark Watson

Vision

- Modern European City attractive to investors, employers and visitors
- Enticing, innovative, safe and accessible
- Less alcohol driven
- Interesting cultural offer
- Wide variety catering for a larger demographic
- Connected – see map

Town Centre Map



Factors Influencing the Evening Economy

- Market/demand driven – largely by private sector
- Local Authority can facilitate through planning, licensing and environment
- National trends are changing
- Evolving local offer – Boxpark, Fairfield, Westfield, Ambition etc
- Residential development & changing demographics
- Licensing and safety

Strategy Development

- Working in partnership to develop a shared vision and strategy with a focus on:
 - Inward investment
 - Environment
 - Regulation
 - Offer
 - Marketing and promotions