

LICENSING ACT COMMITTEE

18 November 2014

LICENSING ACT 2003 AND THE ECONOMY

Report of the Director for Places
(Development and Economy)

STRATEGIC AIM:	Creating a Safer Community for all Creating an active and enriched community
-------------------	---

1. PURPOSE OF THE REPORT

- 1.1 To report on the needs of the local tourist economy, employment and investment in relation to the Licensing Act 2003.

2. RECOMMENDATIONS

- 2.1 **That the Committee note the report and information provided in Appendix 1.**

3. BACKGROUND

- 3.1 Rutland has 427 full time equivalents (FTEs) employed in the accommodation sector and 288 FTEs employed in the food and drink sector, a high proportion of whom will work within premises covered by the Licensing Act 2003.
- 3.2 The Scarborough Tourism Economic Activity Monitor (STEAM) provides an indicative base of the local economic impact of tourism (from both staying and day visitors) for monitoring trends. Data for Rutland for 2013 (updated from the previous report) shows that the tourism sector generated about £96.9m, an increase of 3.9% over 2012/13. The breakdown for expenditure (direct and indirect) from the most relevant tourism sub-sectors is shown in Table 1 below:

Table 1

Expenditure breakdown	Value
Food and Drink	£18.8m
Accommodation	£15.3m

- 3.3 Over the period 1997 to 2013 the profile of Rutland as a visitor destination has grown significantly through increased numbers of visitor stays and increased visitor spend. Rutland is promoted via Discover Rutland guide, website, through Tourist Information Centres targeting those more than 2 hours travel distance, through social media, e-newsletters and articles in newspapers and publications. What Rutland offers has been promoted in Visit England's "The Getaway is Never Far Away" campaign.
- 3.4 The tourism season in Rutland mainly operates in the spring, summer and

autumn periods. Visits comprise both day visits and serviced and non-serviced breaks. Day visitors account for 46% of the economic impact of tourism. The aspiration is to connect those visitors with the wider tourism offer in the towns and villages and with the retail offering in both towns and work continues with the Tourism committee and other stakeholders including the town councils and town partnerships to achieve that aim. The focus is also to extend the traditional season by promoting walking, cycling and outdoor activities. The tourism industry across all sub-sectors is reporting a highly successful 2014 season, largely due to the prolonged good weather.

- 3.5 The quality of the food and drink offering in Rutland (products, service and establishments) is also considered a key visitor attractor and is promoted within the Discover Rutland website, leaflets and guide as well as through local events.

4. ECONOMIC IMPACT OF LICENSED PREMISES

- 4.1 We are continuing to see a shift from traditional retail towards a café, drinking and restaurant culture in Oakham but less so in Uppingham.
- 4.2 The total number of licensed premises in Rutland currently stands at 177 (180 in 2011) Table 2 provides a breakdown of these. In addition there are 13 licensed clubs.

Table 2

Licensed premises	Number
On alcohol	21
Off alcohol	33
On and off alcohol	90
No alcohol	33

- 4.3 The perception of town centre vitality is greatly affected by the number of vacant retail units. Licensed premises occupying former retail space can have a beneficial effect and service employment generated can offset reductions in retail employment. Recently, we have seen Wildwood Kitchen, Cafe Nero and The Barn Restaurant move into existing retail units on High Street, Market Place and Burley Road in Oakham.
- 4.4 Anti-social behaviour (ASB) derived from Rutland's night time economy can have negative impact on town centres. In 2013/14 there were 47 reports made to the County Council regarding incidents of ASB. The year to date (October 27th) shows 55 reports which have been made to the County Council. A breakdown of these can be seen in Appendix 1. Leicestershire Police have been requested to supply their data regarding crime and disorder which is still to be received. Overall the scale and severity of the issue in Rutland is proportionately lower than nearby larger towns and less affluent areas.
- 4.5 Easier access to alcohol and higher consumption can impact significantly on employability of individuals and on the productivity and efficiency of local businesses and on the economy in addition to the social consequences and costs

5. RISK MANAGEMENT

RISK	IMPACT	COMMENTS
Time	Low	There are on-going issues with some premises.
Viability	Medium	Over-supply can affect the viability of existing businesses given finite levels of local consumer spend and current visitor market. There is a risk to existing businesses which may be unable to compete with major chains.
Finance	Low	Costs to the council include direct support costs to address ABS and engage with licensed premises owner/managers and indirect costs of addressing social impacts. There is a risk that over-supply in the market and viability issues could impact council income through reduced NNDR (National Non Domestic Rates) over the medium term.
Profile	High	An increase in ABS both in the day- time economy (vandalism) and night time economy has a detrimental effect on the quality of life of residents and visitors experience.
Equality and Diversity	Low	Screening has been carried out and no issues have been identified.

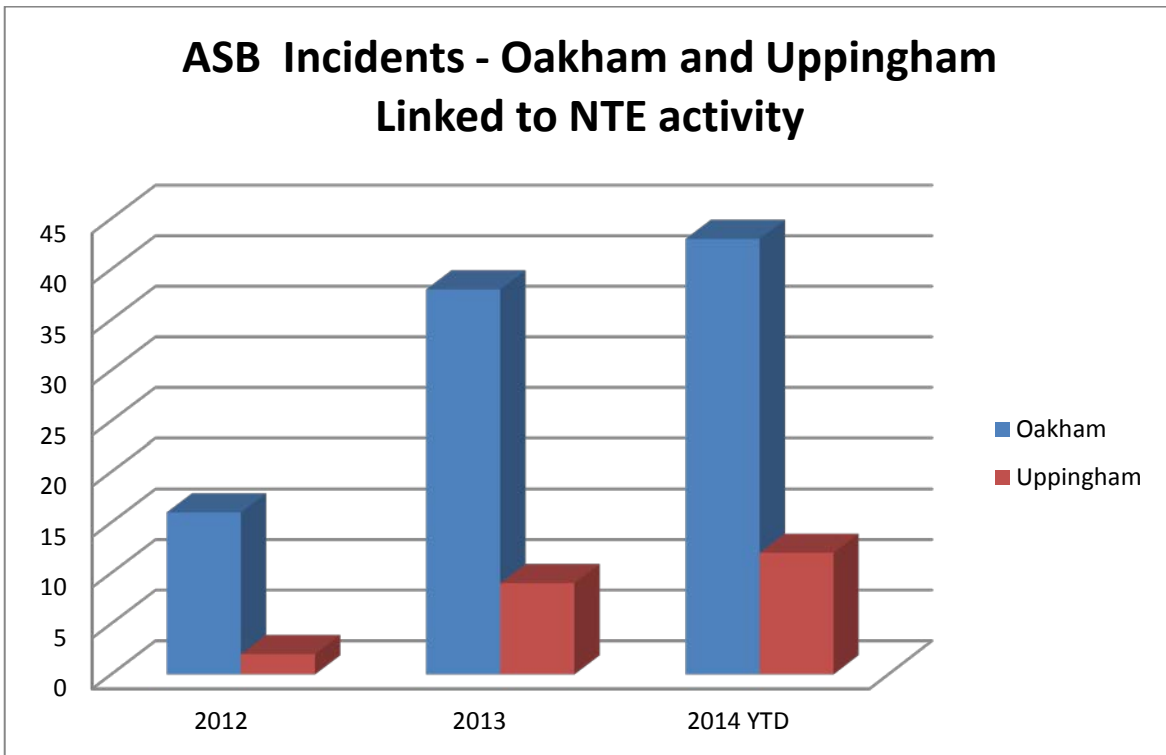
Background Papers

Rutland Tourism Strategy 1997-2012
Rutland Tourism Vision 2012-2015
Rutland Steam Data 2013

Report Author

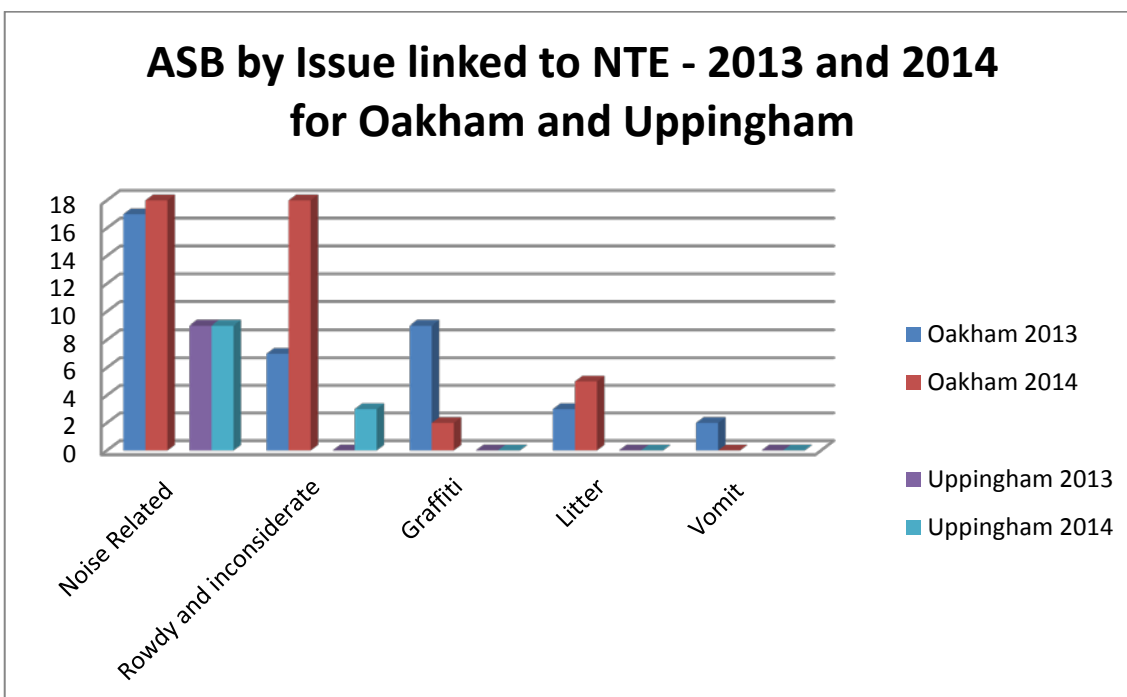
Libby Kingsley
Tel No: (01572) 720983
e-mail: enquiries@rutland.gov.uk

ASB Data analysis for Oakham and Uppingham town centres



Total Incidents within an ASB criteria in Oakham and Town Centre – 2012, 2013 and 2014			
Total	2012	2013	2014 (27/10/14)
Oakham = 95	16	38	43
Uppingham = 23	2	9	12

2013 and 2014 Analysis.



2013 Analysis

Oakham	Incidents	%	Additional Info
Noise	17	45%	Seven records relate to the same area of Oakham
Rowdy and Inconsiderate	7	18%	Door knocking, rowdy, drunken behaviour, arguing and shouting
Graffiti	9	24%	Along high street
Littering	3	8%	Empty beer cans and pint glasses - Dean's Street/ Church Street
Vomit	2	5%	Dean's Street/ Church Street
Total	38		

Over 38% of total incidents in 2013 have been reported since the street briefing held on 12th Sept and come from the same person or area.

Uppingham	Incidents	%	Additional Info
Noise	9	100%	Nine reports which relate to the same area of Uppingham
Total	9		

Of the repeat location, there were 6 separate persons that have made complaints

2014 Analysis

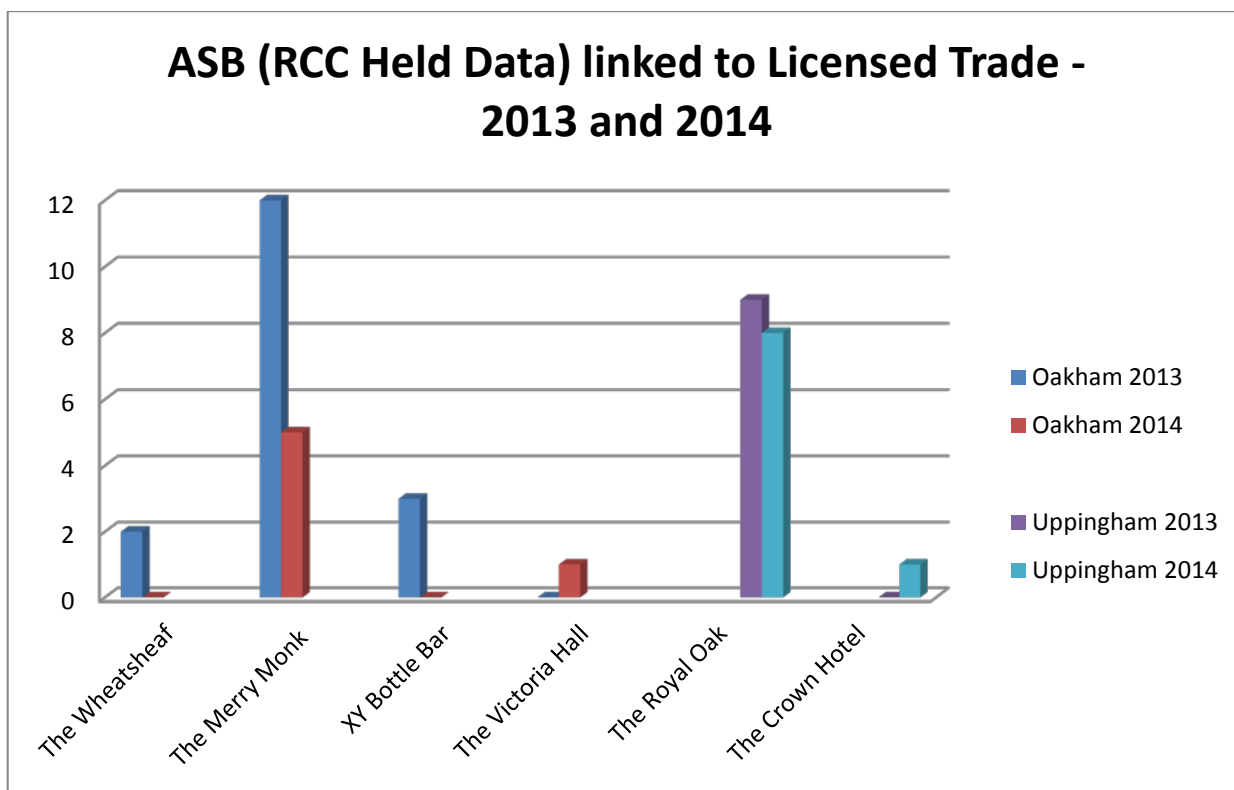
Oakham	Incidents	%	Additional Info
Noise	18	42%	Six incidents relate to the same area of Oakham and is related to a public house and area close by
Rowdy and Inconsiderate	18	42%	Drunken behaviour, shouting, swearing and nuisance behaviour, including urinating in a certain area of Oakham.
Graffiti	2	5%	Along high street
Littering	5	11%	The dropping of litter
Total	43		

33% of total incidents relating to noise 2014 to date, all come from the same area / group of residents.

Uppingham	Incidents	%	Additional Info
Noise	9	75%	8 of the reports at linked to the same location.
Rowdy and Inconsiderate behaviour including loutish and drunken.	3	25%	These have occurred in the areas of Queen Street, Market Place and North Street East
Total	12		

91% of total incidents in Uppingham have occurred within the main centre of Uppingham

Noise only 2013



Oakham and Uppingham	Incidents	%	Additional Info
Wheatsheaf	2	8%	Related to 2 incidents near to the weekend when new Designated Premises Supervisor (DPS) took over. Since then no reports
Merry Monk	12	48%	Mainly garden related
X Y Bottle Bar	3	11%	
The Royal Oak	9	35%	Of the 9 reports, 7 directly relate to music being played at the location
Total	26		

Noise only 2014

	Incidents	%	Additional Info
Merry Monk	5	33%	Mainly garden related
Victoria Hall	1	7%	One off event
The Royal Oak	8	53%	These relate to music being played at the venue
The Crown Hotel	1	7%	
Total	15		