

## NOTTINGHAM CITY COUNCIL

### CITY CENTRE FORUM

**MINUTES of the meeting held at Loxley House, Station Street, on 27 February 2017 from 3.35pm to 5.16pm**

#### **Membership**

##### Present

Councillor Michael Edwards (Chair)  
Councillor Brian Grocock  
Councillor John Hartshorne  
Councillor Dave Liversidge  
Councillor David Mellen  
Councillor Anne Peach  
Councillor Dave Trimble

##### Absent

Jeff Allen  
Councillor Jim Armstrong  
Councillor Merlita Bryan  
Councillor Jon Collins  
Councillor Chris Gibson  
Councillor Nicola Heaton  
Councillor Nick McDonald  
Councillor Jane Urquhart

#### **Colleagues, partners and others in attendance:**

Mark Leavesley - Governance Officer, Nottingham City Council  
Catherine Mayhew - City Centre Co-ordinator, Nottingham City Council  
Brendan Moffett - Experience Nottingham  
Kathryn Neilson-Davis - Nottingham BID  
Inspector Mark Stanley - Nottinghamshire Police  
Nigel Wheatley - Intu (Victoria Centre)

#### **15 APOLOGIES FOR ABSENCE**

Councillor Collins - annual leave  
Councillor Armstrong ) Personal  
Councillor McDonald )  
Jeff Allen

#### **16 DECLARATIONS OF INTERESTS**

None.

#### **17 MINUTES**

The minutes of the meeting held on 28 November 2017 were confirmed as a correct record and signed by the Chair.

#### **18 MARKETING NG BUSINESS PLAN**

Brendan Moffett, Chief Executive of Experience Nottingham, gave a presentation to the Forum regarding the 'Marketing NG' business plan. The main points were as follows:

- a 'Place Marketing Organisation' (PMO) is being created, named Marketing NG, to raise the profile of Nottingham / Nottinghamshire;

- PMOs are already working for Manchester, Newcastle and Birmingham;
- the PMO creates a 'brand' for the city, including highlighting its presence and potential;
- Marketing NG is working with the City and County Councils, District Councils, the BID and other partners, such as Experian, E-On, Paul Smith, Raleigh, Speedo and both universities, towards a unified and comprehensive narrative for the city and county;
- a final evaluation of the 'Grand Tour' project showed a £32m impact on the Nottinghamshire / Derbyshire economy;
- the official 2017/18 visitor guide for Nottingham / Nottinghamshire will be available by the end of March 2017;
- a new 'walking trail' of 'hidden' independent shopping areas is now available either in hard copy, free from the Tourism Centre, or online as a PDF utilising films created in August 2016 for the 'Nottingham Trail', available via the GuidiGo app or at [www.GuidGo.com](http://www.GuidGo.com)

In response to comments from the Forum, he further stated that;

- 'Invest in Nottingham' has been re-named 'Visit Nottinghamshire';
- the PMO is working on inward investment, especially from London, as no funding comes from the District Councils;
- visitors to the area are worth £1.6billion to the local economy, but as the majority of those are day visits, the PMO is looking at ways to encourage more visitors to stay overnight. It is also looking at more events during the week to increase visitor numbers Monday to Thursday;
- consideration is being given as to how Nottingham's 'history' can be better utilised, such as being the innovators of mechanised lace-making and the rise of 'Boots' and medical advances pioneered in the city.

#### **RESOLVED to**

- (1) thank Brendan Moffett for the presentation and information;**
- (2) request that an update is submitted to the Forum in 6 months.**

#### **19 CITY CENTRE TRANSPORT SCHEMES**

Following comments from Councillors prior to consideration of the presentation, it was agreed to defer this item to a future meeting to allow for additional information, in regard to traffic issues around the Huntingdon Street area, to be included in the report.

## **20 REDUCING CRIME IN THE CITY CENTRE**

Inspector Stanley, Nottinghamshire Police, gave an update to the Forum on policing, and strategies to reduce crime, in the city centre. The main points were as follows:

- the Neighbourhood Policing Team consists of 10 Police Officers and 50 Community Protection Officers;
- there are 5 'Beat Teams' covering the city centre, each of which has a manager and at least 1 Police Officer;
- the Teams undertake regular community, business and partner engagement and welcome feedback from local residents, retailers, community groups and Councillors;
- the Teams have different daytime and evening/night-time priorities, although all priorities, of course, are applicable at all times:

Daytime - focus on retail/business crime, anti-social behaviour (ASB), visibility and public safety and security;

Evening/night-time - focus on reducing violence, knife crime, sexual violence, drug possession/supply and public safety and reassurance;

- on an average Friday/Saturday, there are 30-40,000 people in the city centre, and Door Supervisors provide a lot of help with issues around drugs, knives and ASB. The police are also working towards all larger venues adopting 'wandering' of all customers as standard;
- on 27 January 2017, Nottinghamshire became part of the second phase of a Home Office scheme, Local Alcohol Action Area (LAAA), under which authorities are supported by the government to implement their LAAA plans;
- the city centre LAAA plan, which brings together local agencies, including licensing authorities, health bodies, police and businesses, to address problems caused by alcohol in their local areas, includes ways to develop 'safe spaces' (such as by using Street Pastors to prevent A&E visits), prevents sales of alcohol to drunken people, shares information and intelligence and ways to 'design out' crime from new and existing developments / street designs in the city;
- the City Centre Team communicate with local 'beats' to help prevent problems being pushed from the city into outlying areas.

### **RESOLVED to**

- (1) thank Inspector Stanley for the presentation and information;**
- (2) request that an update is submitted to the Forum in 6 months.**