

Ashby de la Zouch Town Council

2013 survey of the late night time economy

Executive summary

In November 2012 the Licensing Committee of Ashby de la Zouch Town Council resolved that a survey of the views of people who live and work in the centre of Ashby on the late night economy in the town should be conducted. Over 400 forms were distributed to homes and businesses in the town centre and 49 forms returned.

Key themes coming from the survey

- Changing the closing time for night clubs from 3am to 2:30am is seen by 68% of respondents as having an impact with 39% seeing this impact as beneficial.
- The opening hours of the fast food establishments are seen by 66% of respondents to have an impact, with 55% seeing this impact as detrimental.
- The opening hours of pubs are seen by 72% of respondents as having an impact, with 55% seeing this impact as detrimental.
- Litter and dirty streets are seen as issues by 27 of the 49 respondents when related to the opening hours of fast food establishments.
- Problems with noise and disruption are seen as issues relating to club closing times by 22 respondents.
- The night clubs were viewed as controlling drunken people better than the pubs, as they could refuse admission.
- The economic value of the night time economy is acknowledged, alongside maintaining competitiveness with neighbouring towns and earlier closing could hamper this. Others wanted to improve the market mix in the town, with a wider range of customers being attracted to pubs and restaurants.
- 5 respondents acknowledged improvements in recent years with the no drinking in the street, the Street Pastors and CCTV being beneficial.

Closing times were seen as an issue with 36 respondents suggesting different closing times, ranging from 11pm to 2am, but 7 respondents wanted a later closing time to help maintain competitiveness with neighbouring towns and to spread out the times people leave. One common theme was wanting fast food establishments to close at the same time as, or even earlier than the night clubs.

Recommendation

It is recommended that this report is received and noted by the Committee.

Ashby de la Zouch Town Council

2013 survey of the late night time economy

1. Introduction

In May 2012 Ashby de la Zouch Town Council decided to establish a standalone Licensing Committee to consider licensing applications. During 2012 there were a number of applications from night clubs and fast food establishments in the town seeking to extend their licensing hours. The town council made representations opposing these applications, but felt that it would be useful to carry out a survey of people living and working in the town centre on the late night economy. The results of the survey would give the new Licensing Committee additional evidence on the views of the people of Ashby which could be used to inform representations on licensing matters.

On 12 November 2012 the Licensing Committee agreed that a survey would be sent out to residents and businesses based in the immediate vicinity of Market Street, Bath Street, South Street and Bath Street. In March 2013 the survey was sent out to 402 residential properties and businesses within the town centre. Streets covered included:

- Lower Church Street, South Street and Prior Park Road
- Upper Church Street and Wood Street (upto Upper Church Street junction)
- Market Street, Huntingdon Court, Mill Lane Mews, Rushton's Yard, Union Passage, Pass Courtyard and Bakery Court
- North Street, Claridge Place and Hood Court
- Brook Street, Elford Street, The Green and Mill Bank
- Bath Street, Rawdon Terrace and Kilwardby Street (town centre end)
- Derby Road and bottom of Burton Road

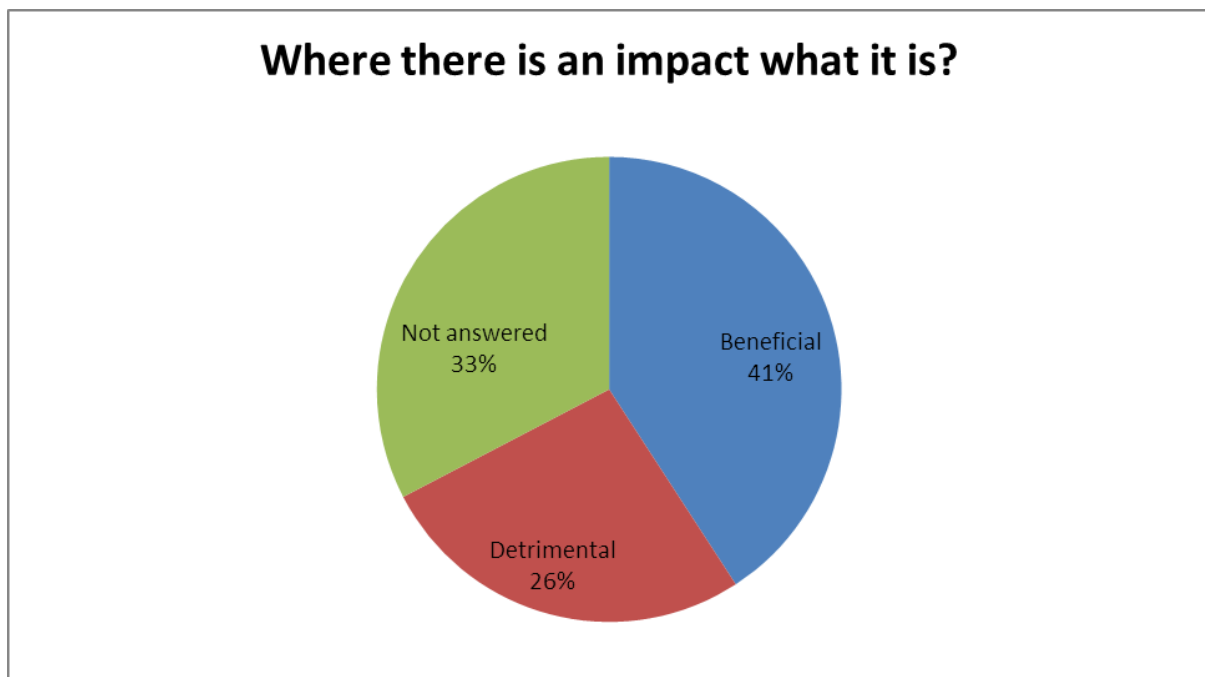
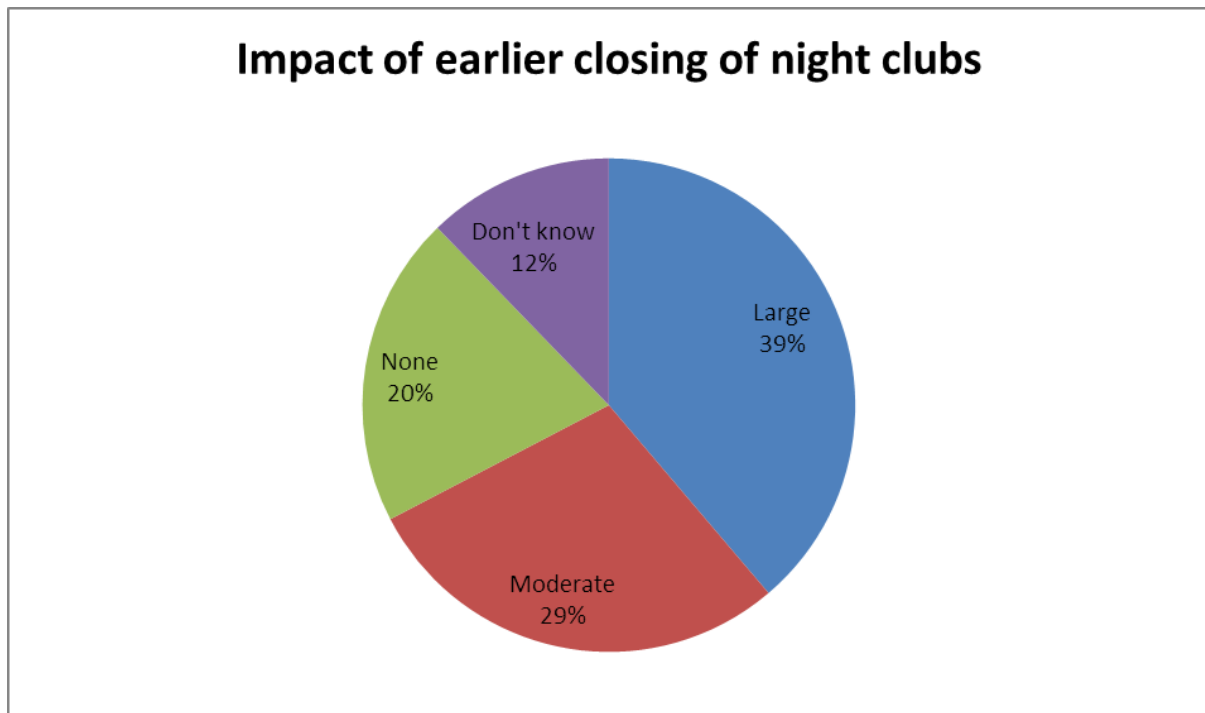
49 survey forms were returned from the following parts of the town centre:

- Market Street (11 forms or 22%)
- South Street (11 forms or 22%)
- Claridge Place (7 forms or 14%)
- The Vaults, South Street (4 forms or 8%)
- Prior Park Road (4 forms or 8%)
- Wood Street (2 forms or 4%)
- Lower Church Street (2 forms or 4%)
- Burton Road (2 forms or 4%)
- Hood Court (1 form or 2%)

- North Street (1 form or 2%)
- Rawdon Terrace (1 form or 2%)
- Kilwardby Mews (1 form or 2%)
- Other non resident in Ashby but work in town centre (2 forms or 4%)

This paper presents the results of the survey.

2. Views on the night clubs opening hours changing from 3am to 2:30am and the impact this is having on the town centre.



39 respondents explained their answers, with some covering more than one point.

The changes were seen as beneficial by 11 people for the following reasons:

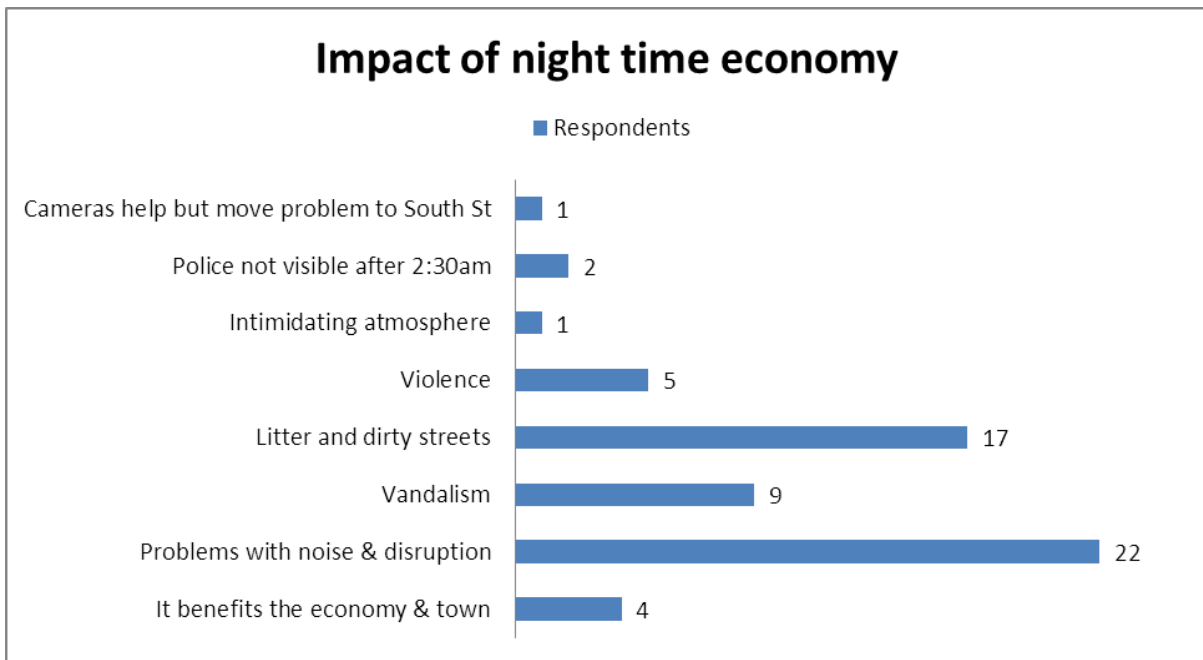
- Less noise and disruption (8 people)
- 2:30am is seen as late enough (1 person)

- There is no trouble anymore, most go home quietly now 2:30am

The changes were not seen as beneficial by 10 people for the following reasons:

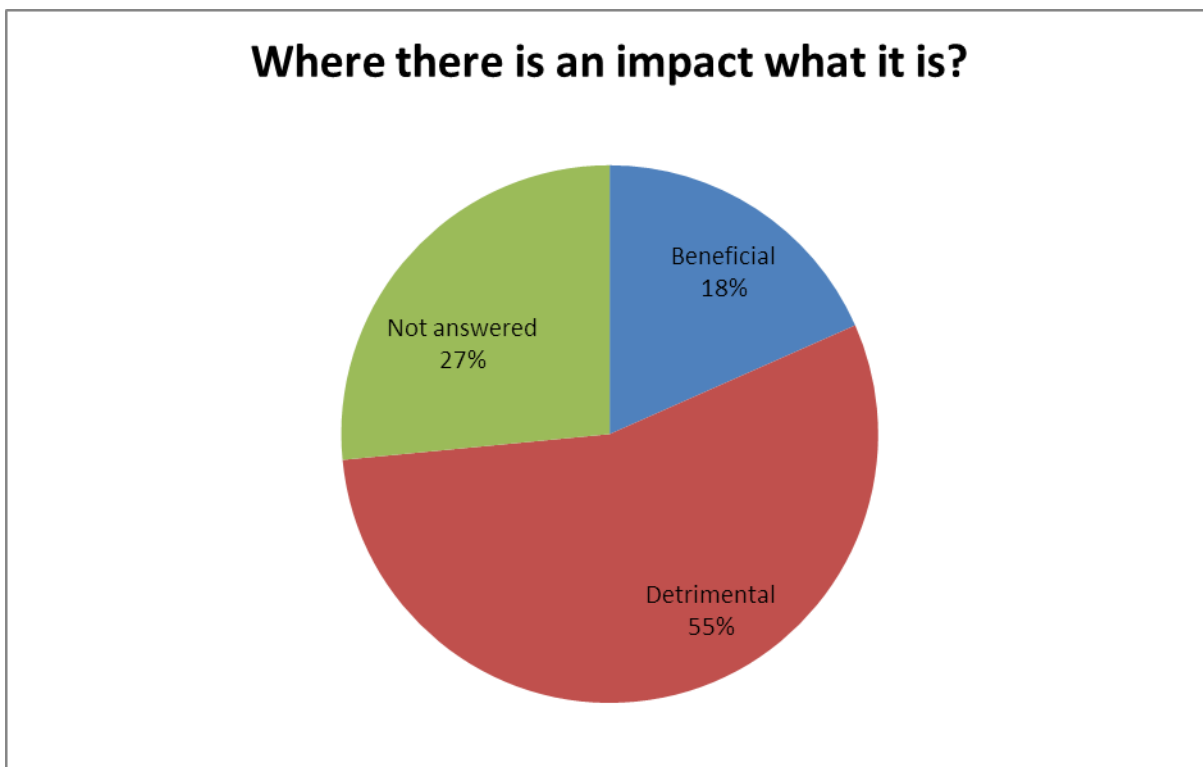
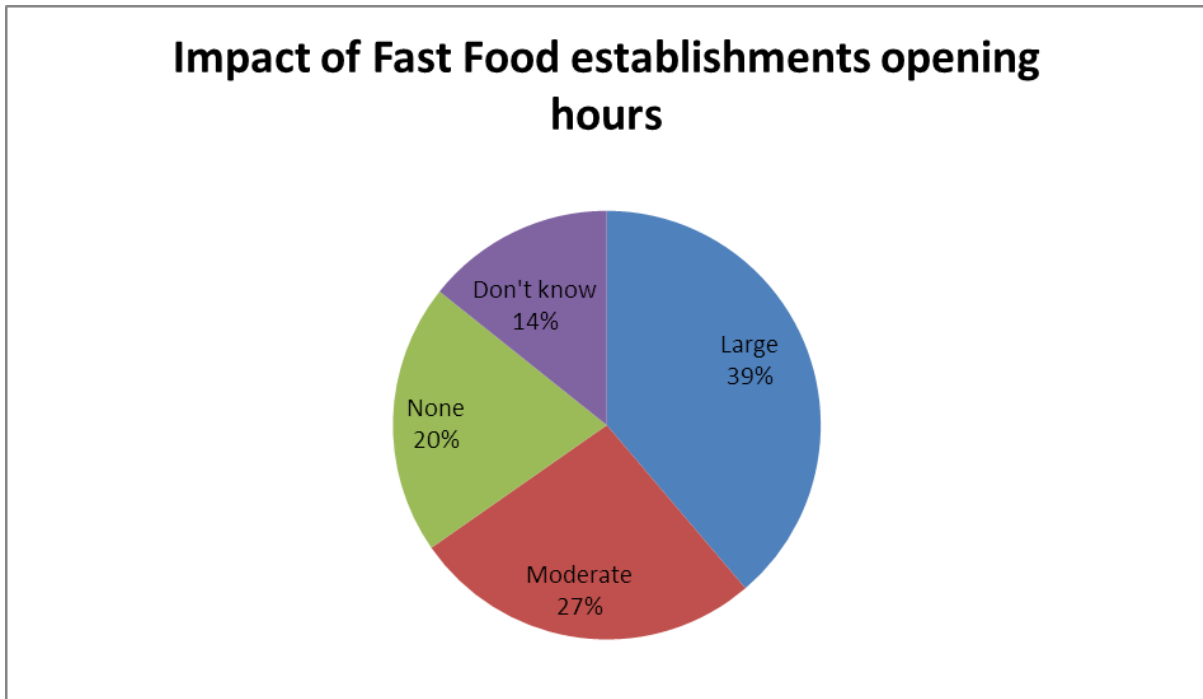
- Employed in sector and longer hours helped my wages (1 person)
- Prefer later opening hours (3 people)
- Prefer earlier closing time (2 people)
- There has been no impact (2 people)
- Impact can't be seen until warmer weather (1 person)
- Question whether it is being implemented (1 person)

Respondents also made more general comments on the impact of the night time economy on Ashby:



Annex 1 gives further details of comments made by respondents.

3. Views on the impact of fast food outlets opening hours on the town centre

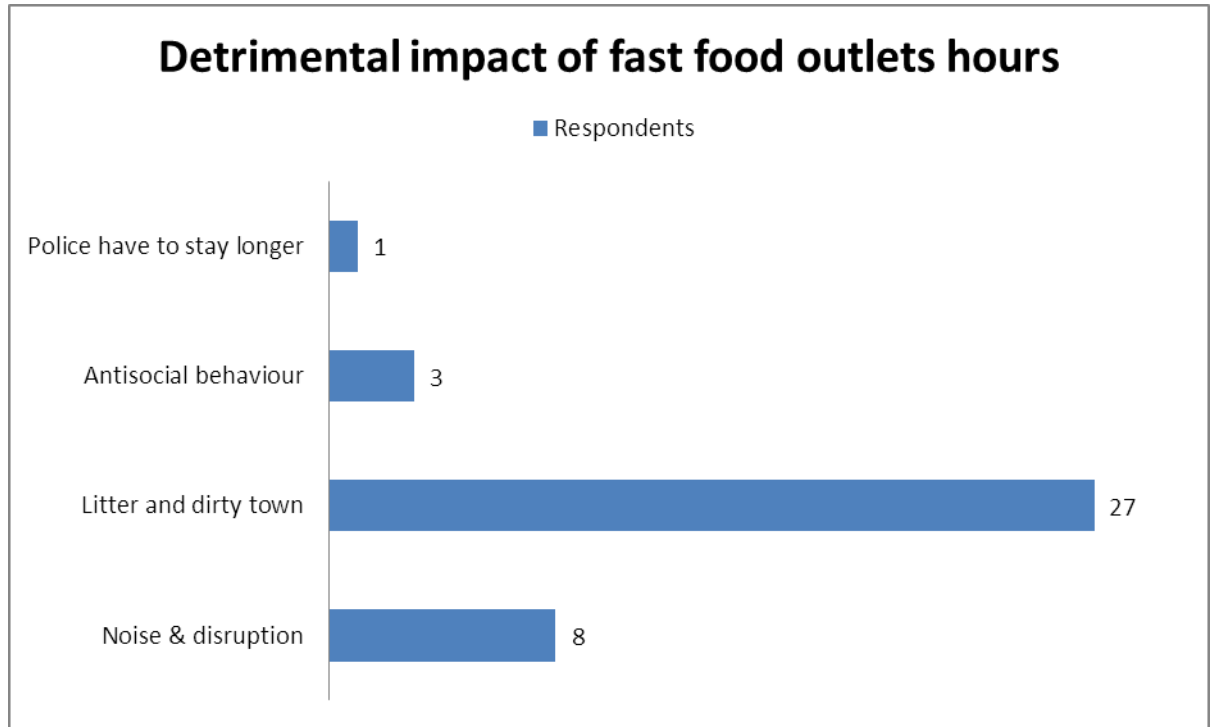


3 respondents see the fast food outlets late night opening as beneficial for the town for the following reasons:

- Fast food is a good way for people to sober up
- Money is better being spent in Ashby than in other towns

- They like fast food

There were 39 comments on the detrimental impact of the fast food outlets opening hours:



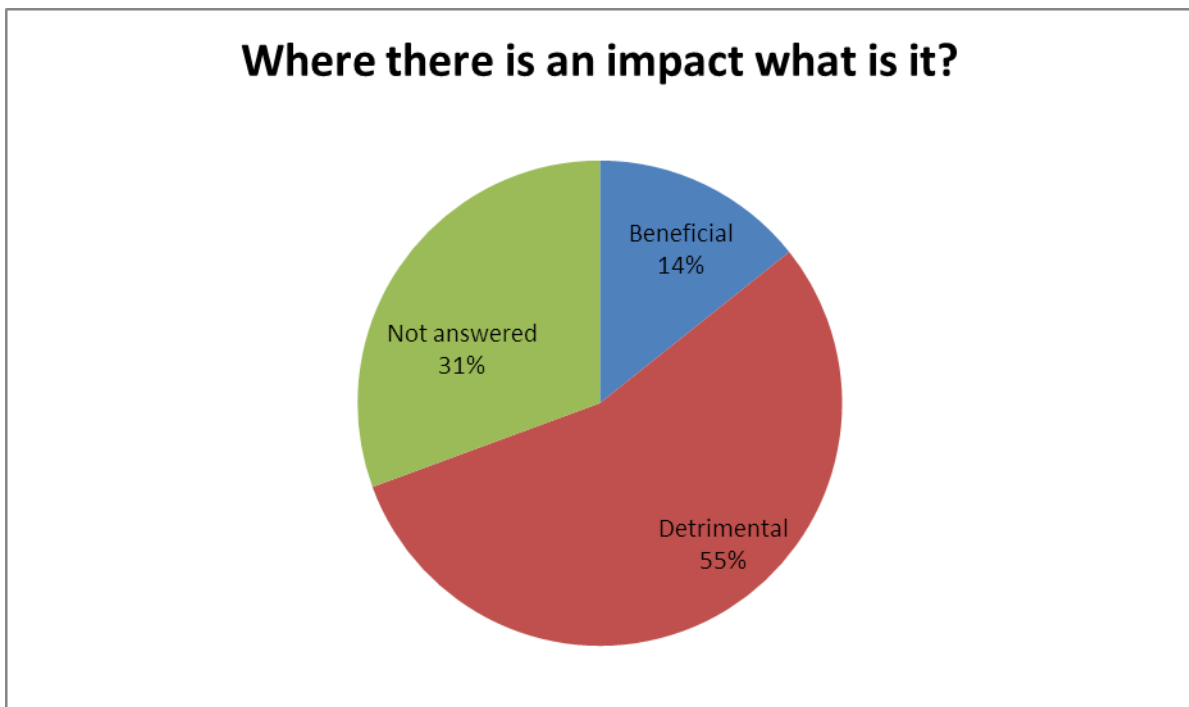
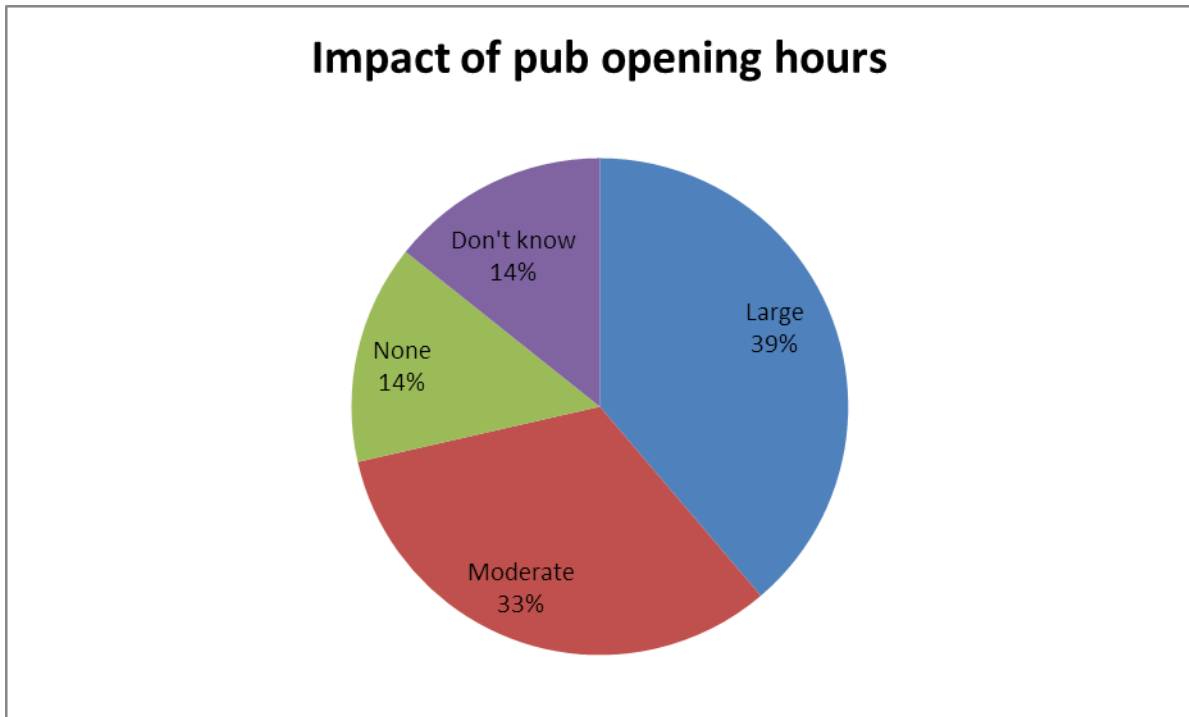
23 respondents felt there was no need for fast food premises to open after 2:30am.

Whilst 2 respondents felt the opening hours of the fast food premises had no impact.

5 respondents said their answers were the same as for the first question.

Annex 2 gives further details of comments made by respondents.

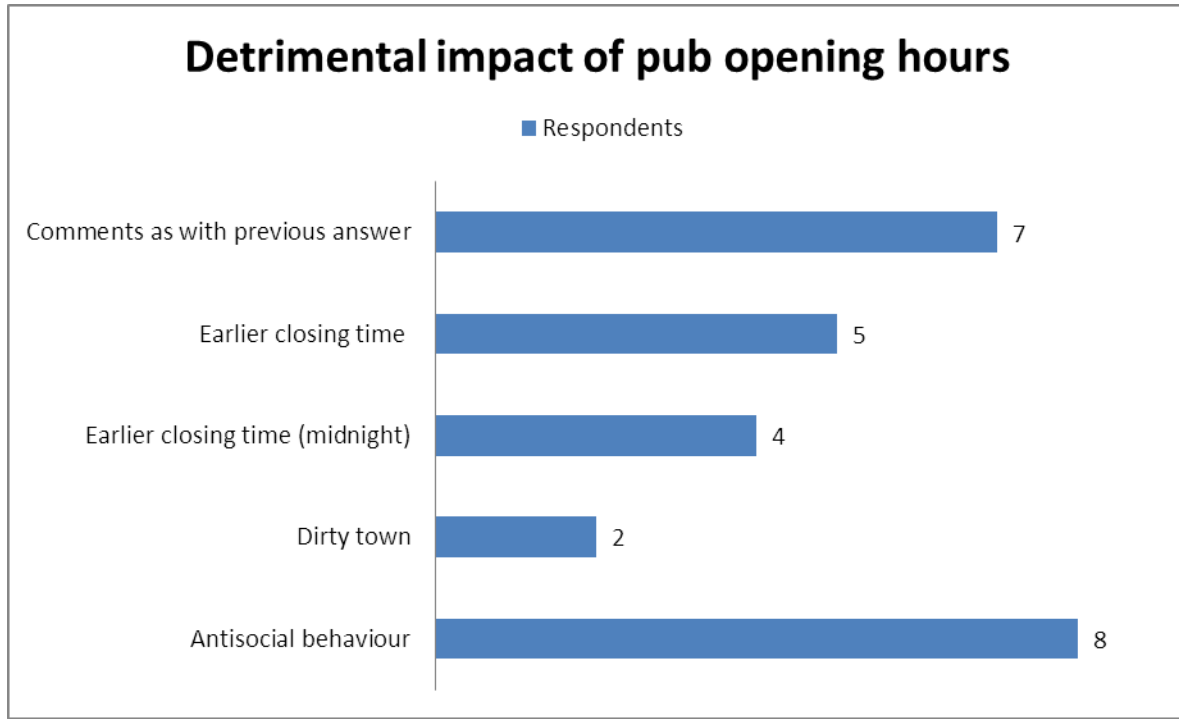
4. Views on the impact of the opening hours of pubs on the town centre.



Of the 7 respondents who said the impact was beneficial 5 did not explain their answers and 1 respondent who said the impact was detrimental described a benefit. The reasons given by the remaining respondents were:

- Small impact although people continue on to nightclubs drinking

- This brings more people in to Ashby, taxes paid by pubs and from staff income
- Pushes people in clubs which are more controlled



Annex 3 gives further details of comments made by respondents.

5. If people could change and improve the late night economy in Ashby details of what they would change and why.

There were 60 separate comments (some respondents made more than one comment) on what people would change about the late night economy.

The current hours elicited the most comments (36) with a range of hours being suggested:

- 7 people wanted later opening hours with specific reasons given in two comments, one to maintain competitiveness with other towns and the other to spread out the time people leave.
- Five respondents felt that closing times should not go beyond the current 2:30am (one of whom included all establishments in that comment).
- The remaining comments gave a range of closing times for different establishments ranging from 11pm to 2am. With 5 respondents specifically commenting on the opening hours of fast food establishments and wanting them to close at the same time as the clubs or earlier.

There were 9 comments about the environment especially littering (7) with suggestions that the fast food outlets pay for clearing the litter or are fined (3). Respondents also felt their should be better toilet facilities and noise control.

The market mix in the town was commented on by 5 respondents with most wanting establishments to attract a wider range of customers, for example emphasising Ashby as a cultural market town which is safe and respectable for all age groups. There was one respondent who felt there should be more pubs and clubs in the town.

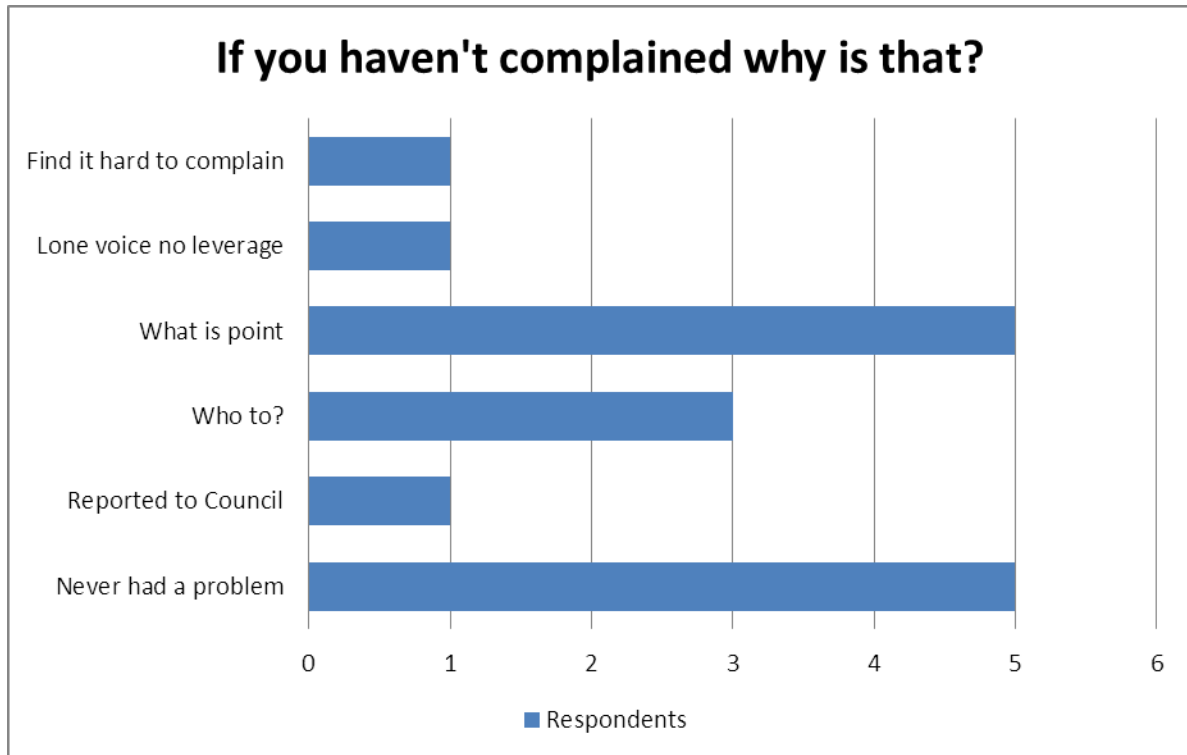
There were 5 comments on how the situation in the town centre had improved in recent years, specifically the difference made by the no drinking in the streets, the CCTV and the street pastors.

There were five more general comments:

- Taxi rank needs monitoring
- A busy town is good
- More visible police
- Clubs should be out of town or in cities
- Only soft drinks

Annex 4 gives further details of comments made by respondents.

6. When people have had a problem with the late night economy they were asked if they had ever complained



In addition 3 respondents commented more generally on the situation in Ashby in answering this question.

- Loud music (Lamb/ Lamb Passage)
- Groups on Bath Grounds
- Police not around after 2:30 when trouble happens

- Annex 1

Detailed responses on impact of nightclubs opening at 2:30am rather than 3am.

Comment	Number	Sub Category
Changes seen as beneficial		
Town centre quieter earlier	4	Less noise and disruption
Earlier closing reduced noise and damage	3	Less noise and disruption
Reduction in disruption	1	Less noise and disruption
No later, 2:30 late enough	2	Hours are right
No trouble anymore, most go home quietly now 2:30am	1	
Changes not beneficial		
Employed in sector helped my wages	1	Beneficial to economy
Prefer later closing time as less noise when bigger gap between pub and club closing	1	Prefer later hours
Earlier closing increases crime rate as people have nothing to do earlier	1	Prefer later hours
Need to be open 3am to stop people going to neighbouring towns and this could lead to closure of pubs	1	Prefer later hours
Too late at 2:30, streets active until 4am	1	Want earlier closing
1:30am would be better time	1	
No impact	2	
Is it being implemented?	1	
Can't assess impact until warmer weather here	1	
General issues around late night economy		

Lively town beneficial to economy	3	Beneficial to economy
No trouble in town as clubs get young people off streets	1	Benefits to town
Don't hear noise	1	
Noisy and disruptive	20	Noise & disruption
Car parking	1	Noise & disruption
Fast cars on South Street	1	Noise & disruption
Vandalism	9	Vandalism
Litter and dirty look of town	10	Litter and dirty town
Vomit on pavement & urinating	7	Litter and dirty town
Drunken violence	4	Violence
Violence starts after 2:30	1	Violence
Intimidating feel for Market Street residents	1	Atmosphere
Police not there after 2:30am	2	Policing
Cameras on Market Street help but move problem to South Street	1	

Annex 2

Detailed responses on the impact of the fast food outlets opening hours on the town centre

Comment	Number	Sub Category
Beneficial impact		
Like fast food	1	
Food a good way for people to sober up	1	
Better spending money in Ashby than other towns	1	
Detrimental impact		
Noisy patrons	7	Noise & disruption
Ashby town centre has many residential properties so noise should be kept to a minimum	1	Noise & disruption
Litter and mess	18	Litter and dirty town
This will not stop litter being dropped and cost of clearing up	1	Litter and dirty town
Vomit and urine	8	Litter and dirty town
Damage	1	Antisocial behaviour
Fights	1	Antisocial behaviour
Antisocial behaviour	1	Antisocial behaviour
Police will have to remain for longer	1	Policing
No impact		
No impact	2	
Comments on opening hours		
No need to open after 2:30am	8	Do not want later opening hours
Trouble after 2:30am not before	1	Do not want later opening

		hours
Extension of hours will hinder early dispersal and cause problems	13	Do not want later opening hours
Controlling hours encourages people to leave earlier	1	Do not want later opening hours
Other comments		
Comments as with previous answer	5	

Annex 3

Detailed responses on the impact of pub opening hours on the town centre

Comment	Number	Sub Category
Beneficial impact		
Small impact although people continue on to nightclubs drinking	1	
This brings more people in to Ashby, taxes paid by pubs and from staff's income	1	
Detrimental impact		
Drink and smoke in alley outside Bunka and disturbs people in flat	1	Anti social behaviour
Always will be a minority who cause problems due to excessive alcohol	1	Anti social behaviour
Longer opening hours means drinking longer, so more problems at closing time and anti social behaviour	1	Anti social behaviour
Later opening has negative impact, more intrusive noise and anti social behaviour, drunken violence, vandalism. Unusually later opening hours in Ashby serve to exacerbate these issues and will continue to drive Ashby's reputation downhill.	1	Anti social behaviour
If the general public could de-couple enjoying themselves from drunken and loutish behaviour then local businesses could thrive and continue to give excellent service. However I fear my previous answers are still appropriate.	1	Anti social behaviour
Too much noise, mess and rowdy behaviour.	1	Anti social behaviour
They increase the number of inebriated people on the streets of Ashby until these	1	Anti social behaviour

late hours. This contributes to crime, public disorder, noise, littering and insanitary practices.		Dirty town
Broken glass and people being sick and all the mess to be cleaned up in the morning.	1	Dirty town
Close everything at midnight, bring back pleasant town.	1	Earlier closing time (midnight)
Some drink beyond capability to manage, pubs seemingly unable to stop serving drunk young, mainly men. Hours need regulating to control this, midnight reasonable.	1	Earlier closing time (midnight)
Times shouldn't get later, midnight at latest	1	Earlier closing time (midnight)
If close at reasonable time e.g. midnight less windows would be broken and policing in town would be less	1	Earlier closing time (midnight) Anti social behaviour
Would prefer earlier closing so drunk rowdy people dispersed earlier	1	Earlier closing time
The longer pubs stay open the worse the revelry tends to be. From experience closing pubs at 1am at the latest is the best option for keeping trouble to a minimum	1	Earlier closing time
Pubs staying open to 2am the same time as clubs, people are just staying in pubs and not going to clubs. This is hurting the nightclubs and putting drunker people on the streets. If they closed before the clubs and their customers then went on to clubs the club door staff can then judge if they are too drunk and send them home. If they stay in pubs it is difficult for the pub staff to spot somebody who has had too much!	1	Earlier closing time

Those who want to stay later should go to clubs	1	Earlier closing time
We have some marvellous pubs. We should strive to keep them 'friendly' local public houses with history, not late night drinking venues.	1	Earlier closing time
No impact	1	
Other Comments		
Comments as with previous answer	7	
Pushes people into clubs which are more controlled	1	

Annex 4

Answers to question: Based on your personal experience if you had an opportunity to change and improve the late night economy in Ashby what would you change and why?

Comment	Number	Sub Category
Wish could stay open until 3am as nearby town open later and want to people to stay in Ashby	1	(Hours) Later opening hours
Later licenses	5	(Hours) Later opening hours
Clubs to 4am as will spread people leaving	1	(Hours) Later opening hours
Close at 2am at latest, appreciate live in town centre but have a right to sleep in peace	1	(Hours) 2am closing at latest
Clubs 2am	1	(Hours) 2 am closing at latest
Pubs 1am	1	(Hours) Pubs and fast food 1am latest
Fast food 1am	1	(Hours) Pubs and fast food 1am latest
Nothing after 2:30	2	Hours
All 1am	1	Hours
Pubs and Clubs 1am close	1	Hours
All midnight	2	Hours
Fast food and pubs midnight	2	Hours
No later opening	1	Hours
Close fast food ½ an hour earlier	1	Hours
Shorter opening hours	8	Hours

Fast food 2am	1	Hours
Ok as it is	1	Hours
No alcohol after 1am	1	Hours
Pubs normal hours	1	Hours
Everywhere by 2:30 am	1	Hours
All nightclubs open to same time and fast food close at same time as clubs	1	Hours
Close 11pm	1	Hours
Littering needs addressing	2	Environment
Charge fast food outlets for litter clearance or fine	3	Environment
Better toilet facilities	1	Environment
Later opening income should help pay policing/ litter	2	Environment
Control noise	1	Environment
Encourage up market pubs/ restaurants	1	Market
No more pubs/ clubs	1	Market
Attract just younger people, heavier drinking and antisocial behaviour, need different people as well.	1	Market
Promote Ashby as cultural market town, safe and respectable for all age groups	1	Market
Develop day time economy so town less dependent on night time economy and can attract wider range of people	1	Market
Not drinking in the streets rule made a	1	Situation improved

big difference		
Improved in recent years	2	Situation improved
CCTV helped	1	Situation improved
Street Pastors have made a difference	1	Situation improved
Taxi rank monitored	1	
Busy town is good	1	
More visible police	1	
Clubs out of town or in cities	1	
Only soft drinks	1	