

MINUTES OF THE MEETING OF THE CROSS PARTY GROUP ON TOWNS AND TOWN CENTRES AND AGM

HELD ON WEDNESDAY, 18:00 – 20:00, Wednesday, 26 September 2018

Committee Room 6, Scottish Parliament

Refreshments kindly supported by Turner & Townsend

1. Welcome and Opening Remarks

Convener, John Scott MSP welcomed all to the meeting.

Attendees and Apologies are noted in Appendix 2.

2. AGM Business

2.1 Propose Re-election of Office Bearers

John Scott MSP thanked present Deputy Conveners, Gillian Martin MSP and Daniel Johnson MSP for their support. JS, GM will stand again and DJ stands down to be replaced by Neil Bibby MSP. Leigh Sparks proposed and there being no further proposals, this was agreed.

JS thanked Phil Prentice and team and his assistant Gillian Gillies. It is proposed and agreed that STP continues as Secretary.

2.2 Annual Report

An annual report will be submitted to the Scottish Parliament on behalf of the Convener by the Secretary following this meeting. A copy of which will be shared and available online. The report outlines activity undertaken and forward plans.

Activity Undertaken

Since its reconstitution, the group has covered the following topics at meetings:

- ‘Inclusive Towns’: Featured case studies on ways towns and town centres have organised methods to be more inclusive.
- ‘Towns – More than a Retail Economy: Discussed the Town Centre Action Plans and ways in which towns are centred on other uses – public services, housing, culture and creativity.
- ‘Young People and Towns’: As part of the Year of Young People 2018, the meeting featured ways in which young people are engaging with towns and town centres.
- ‘The Future – Living, Low Carbon, Digital’: The meeting gave an overview of the future of towns, incorporating Scotland’s Towns current projects.

The Group also hosted the Annual Small Towns Parliamentary Reception, welcoming the Minister for Local Government and Housing, Kevin Stewart MSP.

Also noteworthy is the STP’s MSP Connector Programme which ran throughout summer recess and saw a great number of MSPs visit community and business interests across Scotland’s towns. John Scott MSP

acknowledged the support of Rhona Brown, STP, in supporting his visit to Troon which was excellent and he would encourage MSPs to take part in summer 2019.

This concluded the business of the AGM.

3. Approval of the Minutes of the Meeting of the Cross Party Group held 13th June

Gillian Martin MSP proposed adoption. There were no matters arising.

4. Towns: The Evening Economy

Phil Prentice reported an exciting year for STP and in recognition of progress, Scottish Government has entrusted delivery of Improvement Districts to STP, bringing all the learning and collaboration together. Now rebranded and launched as Scotland's Improvement Districts. The model advocates energy, community, digital, canals, food and drink and tourism improvement districts. With a new approach focused on collaboration between public sector, corporate and community.

Introducing this evening's topic and speakers, PP stated, our economy has shifted in line with the way we citizens live our lives. We tend to leave to the city and return to towns in the evening – and they're shut. There's an opportunity to raise ambitions. The cities are leading the way but towns need to do likewise. Open shops late morning, stay open later in evening and consider niche leisure pursuit offer to capture and create vibrancy in an evening economy in towns. If there were propositions in town, people would be encouraged to use them and there would be greater economic prosperity.

The following points are highlights only. Full presentations, where provided, are available in the CPG area of the Scotland's Towns Partnership website, along with a 'Wakelet' multi-media storyboard of the evening's discussions.

Scotland's First Evening and Night Time Economy Manager

Presented by, Nicola Johnston, Evening and Night Time Economy Manager, Aberdeen Inspired (Business Improvement District)

The council saw potential in the wake of the London night time czar role. The objectives:

- Champion for the Night Time Economy
- Promote the value of Aberdeen City Centre's cultural venues, hospitality industry, hotels, music and arts.
- Improve Safety and Attractiveness of City Centre

The city hosted Scotland's first night time economy conference, learning about the benefits and challenges of the industry.

Five key aspects the role brings to the city - wellbeing, movement, appeal, place and the policy envelope.

Very often when we refer to retail, it means the day economy and not night time economy. With retail struggling, the hospitality outlets are taking over. Value - £66bn, 6% of GDP, 10 – 16 % employment for area.

Research shows for example, increased demand in gym use correlating to changes in work patterns.

Creativity weaves through the evening economy, is a catalyst for innovation and enterprise, encouraging regeneration. For example, Finnieston (Glasgow) saw increased property value, although there is a balance to be had between lively nightlife and a residential area.

A cultural trend is emerging, showing alcohol secondary to night-time experience, with a lot of younger generation not drinking alcohol – a shift is required in what night-time offering was historically. People want shows, hairdressers, experiences, food-based events, an immersive social experience. The prevalence of social media, such as Instagram and people's desire to be seen looking good in an interesting backdrop is driving the nature of the offer.

It's important to enhance and recognise the benefits of the night-time culture; moving away from a fear and blame culture. For example, an incident in shopping centre vs a nightclub – the nightclub is shut down.

Nicola referenced the city centre masterplan's transformational developments and the night time economy is moving with these.

People are coming out of the oil industry to set up independent evening businesses and the city is seeing a lot of pop up cafes, coffee shops and venues.

Nicola mentioned Alive after Five campaign – encouraging people to eat, drink, shop and discover – another project to encourage people to come into the city centre.

Develop your Evening Economy: Best Bar None (BBN)

Presented by, Lynsae Tulloch, Chief Operations Officer, SBRC

The BBN scheme is run through SBRC. SBRC is a non-profit organisation which exists to support and help protect Scottish businesses.

BBN is an accreditation and awards scheme for the licensed trade. Its aims -

- Promotes standards and best practice
- Rewards positive management practices
- Prevention = reduction in crime and vulnerability
- Creating safe spaces in our communities.

It aligns with the Licensing Scotland Objectives:

- Prevention of crime and disorder
- Protection of public safety
- Protection of the environment
- Promotion of public health
- Protection of children from harm.

BBN follows 4 simple steps to achievement and award status – apply, assessment, judging, awards.

Its mission is to support venues deliver best practice in a safe and inclusive environment. The aim is to have BBN presence in every local authority, to ensure safe communities across Scotland. The reasons for BBN being the optimum platform:

- Customer experience
- Promotes safe alcohol consumption in welcoming environments
- Encourages innovation
- Rewards best practice
- Drives up standards
- Facilitates partnership
- Supports training and personal development

BBN has the following ambitions:

- Raise awareness of vulnerability
- Identify intervention opportunities
- Share good practice
- Change behaviours and action
- Focus on prevention
- Protect and improve public health
- Maximise partnerships to support Best Bar None.

It contributes to the integrity of Scotland's vision for a safe, just and resilient Scotland –

- Improves standards
- Supports safer communities
- Improves management of venues
- Enhances partnerships
- Creates a sustainable and more resilient industry
- Supportive and transparent accreditation criteria across industry.

BBN's audience includes, premises owners and management, bar staff, security and door staff/stewards, taxi and transport operators, street pastors, voluntary sector, members of the public, the press and partners.

The scheme goes beyond the licensing trade regulation to encourage a safe and inclusive environment. They support staff training in the night time economy, for example, 'Good night out' training is based on three real life scenarios. They mirror international best practice - developed in New Zealand and the taken and developed to comply with Scots law.

A partnerships approach is at the heart of BBN – SBRC partners include police, town centre partnerships, community safety, trading standards, fire service, alcohol and drug partnerships, NHS, street pastors, transport, pubs, clubs and bars, and local coordinators.

They support multi agency priorities. At its heart they are preventing alcohol related crime and supporting communities.

BBN is constantly evolving to deliver –

- Social responsibility meets customer expectations
- Safe and clean environments – including confidence in the transport network and awareness of schemes such as Best Bar None and Purple Flag
- Diverse customer base – range of venues to support all ages reflecting and inclusive community.
- Behaviours that support – families and non-alcohol culture, café environment into the evening
- Expanding partners and supporters

Tackling Anti-Social Behaviour

Presented by, John Lee, Head of Policy and Public Affairs, Scottish Grocers Federation

'You're Asking for it' Campaign aims to tackle underage drinking where an adult buys on behalf of younger people. The key aim is to show that it's a crime, with serious consequences. Aimed at primarily those people.

Partners are the police, and in this case example, North Lanarkshire Council, a project which started there in 2015. The campaign is now gradually rolling out across Scotland.

The most common sources of alcohol among 15 year olds, were from home (27%), a relative (26%) and friends (39%). Stores have become target-hardened through 'Challenge 25' policy. Since 2002 it has become much less common for 15 year olds to buy direct, seeing an 11% drop from off-licence outlets and 12% drop from shops. Proxy is one of the main ways young people obtain alcohol. It is difficult for the seller to identify if someone is buying to supply to a young person – a partnership approach is required.

Effective partnership and multi organisation approach is key to success. Partners involved, include –

- All partners in our Local Area Teams inc. Housing, SFR, NHS and Social Work, CL&D, Trading Standards, Licensing Enforcement, Town centre Activities, Police Scotland.
- Community Forums, Local Area Partnerships, 3rd Sector, Tenants & residents groups.
- Corporate Communications, media campaign using printed and social media to highlight the investment and work being undertaken.
- All elected members briefed on initiative and encouraged to be campaign champions.

Positive Outcomes from the NLC case example include increased awareness amongst partners, positive impact on communities, created a positive view of a council as a proactive organisation, and the will to continue with the campaign.

The key to success is through effective partnership, commitment, inclusive of all key stakeholders, high impact collateral and campaign messaging.

JL showed images of the campaign PR. They worked with a PR agency to develop visuals for the campaign. Placement made in strategic town spaces, e.g. bus stops, on web landing page, social media use paid for posts, bus posters, bus WiFi landing page, pavement art, train stations with help from partnership with Abellio ScotRail. Campaign collateral placement through Motherwell FC, retailers, schools, combined with excellent media coverage, supported the message getting through to most of the target groups.

Research conducted on Lanarkshire showed a marked increase in awareness of the PR and of the issue of Proxy purchase.

Impact on the area was evident through a reduction in anti-social behaviour (-13%), violence (-30%), youth disorder (-15%) and reported street drinking (-53%).

Leith ran for a shorter time but still showed behavioural improvements which proved it could be rolled out.

There is commitment to keep the campaign going and plans are to continue working with schools to develop peer education resource; teams to continue to monitor impact; ongoing partner work to develop innovative approaches; continued PR campaign including at large sports facilities. Also aiming to develop strategic partnership with Police Scotland and extend Scotland-wide.

JL encouraged people to contact him. Resources are there, with small pots of funding to help with campaign collateral. Results are good and have helped to play a part in the wider statistics reported in the media in last few days about reduction in alcohol consumption in young adults.

JL will share evaluation through STP. The website is, youareaskingforit.com

5. Discussion

Cllr Debbie McCall, Midlothian referenced and praised the #askforangela campaign. Although not an SBRC creation SBRC supportive of it. It began in England. SBRC saw quickly that it took off, particularly through social media. A great concept, keeping so many people safe.

John Scott MSP clarified with Nicola Johnston they do link with universities and colleges within the BID area.

Leigh Sparks made an observation that Aberdeen has scale and size, and does it come down to towns level. NJ stated the five principles could be applied to towns. Lynsae Tulloch agreed and noted the 5 points come out through BBN. The key strength is multi partner environments. Integration of partnership and ambition is crucial.

John Lee emphasised that regardless of agency or company, in an era of limited resources, the only way to achieve an upper gain is to work in partnership. Helping to leverage in resource, knowledge and experience to achieve things.

Gerry Goldwyre, an architect, running a one table dining establishment in Midlothian has been impressed and inspired with this evening's presentations. One group to consider who have money and time are the 65+ bracket. LT not in direct response but to say that a lot of licensed premises in looking at the older demographic are also tackling social isolation – opening Christmas day so people can spend Christmas with other people rather than alone. NJ referred to VisitScotland focus on 25+, grandparents – mixed generation holidays for example.

Jennifer Caswell, Dundee City Council asked about research availability on changing drinking habits of young people. NJ confirmed that as well as online and conference publications, the Night-time Industry Association share stats and trends.

John Scott MSP thanked all speakers – highlighting an abiding theme – a multi agency partnership approach.

6. AOCB

There was no further business. The next meeting will be held on 5th December at 12.30 pm. The topic is 'Clean, Green, Sustainable Towns'.

Dates for March, June and September 2019 are yet to be announced. Ideas for themes should be put to the Secretary.

Leigh Sparks thanked John Scott for his contribution as Convener.

APPENDIX 1 – RECORD OF 13 JUNE 2018 AGENDA

Cross Party Group on Towns and Town Centres

18:00 – 19:30, Wednesday, 26th September 2018

Committee Room 6, Scottish Parliament

AGENDA

Towns: The Evening Economy

- 17:45 Meet in Parliament reception area
- 18:00 Tea, coffee and shortbread
- 18:15 Welcome and Opening Remarks – John Scott MSP, Convener
- 18:20 AGM Business – John Scott MSP, Convener
- 18:25 Minutes of the Meeting of the Cross Party Group held 13th June
Matters Arising from the Minutes

The Evening Economy

- 18:25 **Introduction**
Phil Prentice, Chief Officer, Scotland's Towns Partnership
- 18:30 **Scotland's First Evening and Night Time Economy Manager**
Nicola Johnston, Aberdeen Inspired
- 18:45 **Develop your Evening Economy: Best Bar None**
Lynsae Tulloch, Chief Operations Officer, SBRC
- 18:55 **Tackling Anti-Social Behaviour**
John Lee, Head of Policy and Public Affairs, Scottish Grocers Federation
- 19:05 Discussion
- 19:15 Any Other Competent Business
- 19:30 Close of Meeting (Depart by 20:00)

APPENDIX 2 – ATTENDANCE AND APOLOGIES FOR THE CPG ON 26 SEPTEMBER 2018

Attendees (recorded)

Elaine	Bone	Scotland's Towns Partnership
Aileen	Brand	Sustrans Scotland
Jean	Cameron	
Jennifer	Caswell	Dundee City Council
Jill	Cronin	Scotland's Towns Partnership
Ian	Fowell	Small Towns Group
Rachel	Gregson	Old Town Pub Co.
Susan	Goldwyre	One Dalkeith
Gerry	Goldwyre	Water Town Dalkeith
David	Grove	Fife Council
Tony	l'Anson	One Dalkeith
Nicola	Johnston	Aberdeen Inspired
John	Lee	Scottish Grocers Federation
Eddie	Linton-Smith	Linlithgow Town/Penicuik BIDs
George	Linton-Smith	
Gillian	Martin	MSP
Cllr Debbie	McCall	Midlothian Council
Brian	Peat	First Group
Phil	Prentice	Scotland's Towns Partnership
Ewan	Robertson	Scotland's Towns Partnership
John	Scott	MSP
Prof Leigh	Sparks	University of Stirling
Calum	Strang	Church of Scotland
Lynsae	Tulloch	SBRC
Lesley	Ure	Zero Waste Scotland

Apologies

Jackie	Baillie	MSP
Helen	Carroll	Springburn Regeneration Forum
Bill	Grant	MP
Lorraine	Jarvie	SBRC
Dean	Lockhart	MSP
Angus	MacDonald	MSP
Nairn	Pearson	West Lothian Council
Gordon	Reid	Dundee City Council
James	Trolland	