



Night time economy
working group
Scrutiny presentation
due 2 March

Why it was set up

The City Centre Action Plan identifies:

Encouraging Overnight Visitor Stays

Objective: Increase the number of overnight stays

Public Realm and Animation

Objective: Enhance public spaces to make them more inviting during the evening.

Getting the Mix Right

Objective: Diversify the range of activities and services available in the city centre.

Getting the Basics Right

Objective: Ensure safety and cleanliness in the city centre during all hours.

The Oxford Economic Strategy: recognises the economic importance of the night time economy: “Promote and facilitate more overnight visitor stays, increasing their enjoyment of our city, while maximising the contribution to the local economy”.



Who is on it

- Live Music Tsar
- City Centre Manager
- Manager from Events Team
- Community safety team
- Economic Development
- Licensing team manager



People stats!

162,000 population – adults 141,027

Adult age spread

18-29: 48,630 (30%)

30-64: 64,840 (40%)

65+: 19,452 (12%)

75+: 8,105 (5%)

One night time venue needed for every 835 people on average in UK.*

169 venues needed for Oxford.

*ONS statistic



City centre audit - within reasonable walking distance

Consider all leisure offer, restaurants, bars, GLAM, theatres, pubs, night clubs - excludes street vendors and fast food takeaways.

Peak time - 8pm

Post 11pm

On Fridays and Saturdays



So what do we have in the city centre, Jericho and Cowley Road

A surprisingly significant
number of night time venues

8pm: 244 venues open (excl fast food
takeaways)

incl 25 venues hosting live music.

11pm: 88 venues open (excl fast food)

incl 19 with regular live music, DJs or open
mic nights.



What can we do to help?

- Promotion with a suite of materials – students, visitors and residents
- Develop policies that support and encourage night time activity.
- Increase outdoor dining, retail and family friendly activation
- Advocate for good public facilities.
- Advocate for public transport
- Annual late night events
- Delivery of lighting strategy - COMPF
- Easy, fast and simple processes for business
- Establish a Live Music Taskforce to ensure that Oxford creates a thriving live music sector into the future.
- Make it easier for live music, cinema and other forms of temporary programming in public spaces and parks
- Evening-oriented activation of under utilised spaces in the city



Next steps

- Plan promotion suite of materials
- Engage with event promoters e.g. Daily Info
- AI to collate live event data
- Agree the actions in priority order

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OXFORD AT NIGHT



SOPHISTICATED NIGHTLIFE

Elegant cocktail and wine bars for a refined evening.

CLASSICAL CONCERTS

Enjoy an evening of orchestral music at one of the city's renowned venues

FINE DINING

Indulge in gourmet' cuisine at Oxford's premier restaurants

EVENING ACTIVITEES

Theatre shows, historic pubs and comedy nights

Any
questions

