Appendix 2

Night-time economy in Brighton & Hove survey - AI analysis full report

Project: Night-time economy in Brighton & Hove

Period: 10th January 2025 – 23rd February 2025

Report summary

As the licensing authority, we regularly review our statement of licensing policy. This policy plays an important role in making sure the licensing system is fair and effective.

We asked for people's views on the night-time economy in Brighton & Hove. We collected feedback on the three questions below via two methods.

1. A Licensing Summit was held on 10th January attended by 44 various stakeholders including venue representatives, residents, business owners and Sussex Police licensing. Their feedback was recorded in the survey before it went live on Your Voice.

2. A further 113 completed the survey when it went live on Your Voice and it was available from 20th January until 23rd February.

The feedback will be used to help us shape the updated statement of licensing policy for 2026.

Survey Results

Question 1: What do you like about the night-time economy in Brighton & Hove? What don't you like about it?

Respondents appreciate the variety and vibrancy of the night-time economy in Brighton & Hove, highlighting its diverse range of venues, including clubs, bars, restaurants, and cultural events. The LGBTQ+ scene is particularly valued for its inclusivity and uniqueness. However, safety concerns are prevalent, with many feeling unsafe due to drunkenness, drug use, and antisocial behaviour. There is a call for more visible policing and safety measures, such as street marshals and better lighting.

Noise pollution and antisocial behaviour are significant issues for residents, especially in residential areas. The Cumulative Impact Zone (CIZ) policy is criticised for being too restrictive and stifling business innovation. Respondents also express dissatisfaction with the decline of live music venues and the lack of late-night transport options.

There is a desire for more late-night cafes and non-alcoholic venues to provide alternative social spaces. Additionally, respondents note the economic impact of rising costs and the need for more affordable options for students and young people.

Respondents appreciate the diversity and vibrancy of Brighton & Hove's night-time economy, highlighting the wide range of premises, entertainment options, and independent operators that contribute to the city's unique character. Live music venues and cultural events like Pride and the Brighton Festival are particularly valued. There is recognition of the positive changes in student culture towards healthier living and the serious approach to issues like spiking.

However, there are significant concerns about the current regulatory framework, with many respondents describing the matrix used for categorising venues as too rigid and restrictive. The Cumulative Impact Zone (CIZ) is seen as a deterrent for new operators and is thought to be outdated, not reflecting the cultural shift towards less alcohol consumption among younger people. Respondents suggest that a more nuanced, incident data-led approach, possibly using a traffic light system, would be more appropriate.

Safety in the city is a recurring issue, with inconsistent safety policies and a perceived lack of funding for initiatives like taxi marshalls and street angels. The availability of cheap alcohol from off-licences and the impact of street drinking are also mentioned as problems.

The licensing policy is seen as a barrier to business adaptation and growth, with calls for it to be updated to support existing venues and allow for more flexibility. There's a desire for extended hours for food-led venues and concerns about the negative impact of large outdoor events on fixed premises.

Transport is another key issue, with inadequate night-time services deterring visitors and affecting the overall experience. Respondents also note that police resources are too concentrated on small areas, potentially neglecting broader safety concerns.

Overall, while there is much to celebrate about Brighton & Hove's night-time economy, respondents are calling for modernised regulations, improved safety measures, better transport infrastructure, and more support for businesses to ensure the city retains its vibrancy and unique appeal.

Question 2: What would you like to see more of in Brighton & Hove at night? Or less of? For example would you like to see more or less of certain types of venue such as non-alcohol led theatres.

Respondents frequently expressed a desire for more diverse and non-alcohol-led venues, such as theatres, live music venues, and late-night cafes, to provide alternatives to the prevalent drinking culture. Many highlighted the need for improved safety measures, including increased police presence and better street lighting, to address concerns about safety and antisocial behaviour.

Overall, respondents appreciated the variety and vibrancy of Brighton & Hove's night-time economy but expressed concerns about safety, the dominance of alcohol-led venues, and the need for more inclusive and diverse options. Respondents frequently expressed a desire for more non-alcohol-led venues, such as theatres, live music venues, and late-night cafes, to provide diverse entertainment options beyond pubs and clubs. There is a notable concern about the decline of LGBTQ+ venues and the need for more spaces that cater to this community.

Safety is a major issue, with calls for increased police presence and better street lighting to make people feel secure. Many respondents highlighted the negative impact of excessive alcohol consumption and associated antisocial behaviour, suggesting stricter enforcement of licensing laws and reduced availability of alcohol in certain areas. There is also a call for better public transport options, such as more frequent night buses, to improve accessibility and safety.

Additionally, respondents want to see more support for small and independent businesses to maintain the city's unique character. Concerns were raised about the impact of stag and hen parties on the city's atmosphere, with suggestions to limit their influence.

Overall, there is a strong desire for a more balanced and inclusive night-time economy that caters to a wider range of interests and demographics.

Respondents frequently expressed a desire for more diverse and non-alcohol-led venues, such as theatres, live music venues, and late-night cafes, to provide alternatives to the prevalent drinking culture. Many highlighted the need for improved safety measures, including increased police presence and better street lighting, to address concerns about safety and antisocial behaviour.

There was significant concern about the impact of excessive alcohol consumption and the associated antisocial behaviour, with calls for stricter enforcement of licensing laws and a reduction in street drinking. Respondents also noted the

decline in LGBTQ+ venues and expressed a desire for more spaces that cater to diverse communities.

Transport was another common theme, with many advocating for better late-night transport options to ensure safe travel home. Additionally, there were calls for more support for small and independent businesses to maintain the city's unique character and vibrancy.

Overall, respondents acknowledged the vibrancy and variety of Brighton & Hove's night-time economy, while also raising concerns regarding safety, the predominance of alcohol-led venues, and the need for more inclusive and diverse offerings.

Question 3: How do you ensure the night-time economy is thriving, caters for everyone and makes people feel safe?

Respondents frequently emphasised the need for increased police presence and security to enhance safety in Brighton & Hove's night-time economy. Many suggested more visible policing and security patrols, particularly in areas known for antisocial behaviour, such as St James's Street.

Improved late-night transport options, including more buses and better taxi services, were also commonly mentioned to ensure safe travel home. Respondents highlighted the importance of a diverse range of venues and entertainment options to cater to different audiences and reduce the focus on alcohol consumption.

Licensing regulations were another key concern, with calls for stricter enforcement and more strategic zoning to balance nightlife vibrancy with residential peace. Additionally, respondents suggested better lighting and infrastructure improvements to enhance the overall safety and appeal of the night-time environment.

What do people like? (using data from all three questions)

Based on the responses, people like the following aspects of the night-time economy in Brighton & Hove:

1. **Variety and Diversity**: Many respondents appreciate the variety of venues and activities available, including clubs, bars, live music venues, theatres, and restaurants.

2. **LGBTQ+ Scene**: The LGBTQ+ venues and the inclusive atmosphere they provide are highlighted as a positive aspect of Brighton's night-time economy.

3. **Vibrancy and Atmosphere**: The vibrant and lively atmosphere of the city at night is appreciated by many respondents.

4. **Cultural Events and Live Music**: There is a strong appreciation for cultural events, live music, and grassroots music venues, which are seen as integral to the city's nightlife.

5. **Safety Measures**: Some respondents appreciate the presence of safety measures such as street marshals and door staff, which contribute to a sense of security.

6. **Community and Inclusivity**: The sense of community and inclusivity in the night-time economy is valued, with some respondents noting that it caters to a wide range of demographics and interests.

   These aspects highlight the multifaceted appeal of Brighton & Hove's night-time economy, with a focus on diversity, cultural richness, and community spirit.

What don't people like? (using data from all three question responses)

Based on the responses, several key issues emerge that people don't like about the night-time economy in Brighton & Hove:

1. **Safety Concerns**: Many respondents express feeling unsafe due to a lack of police presence and security. There are also mentions of antisocial behaviour, violence, and drug-related issues.

2. **Excessive Alcohol Consumption**: The prevalence of binge drinking and its associated problems, such as noise and antisocial behaviour, are significant concerns

3. **Noise and Disturbance**: Residents are disturbed by noise from venues and patrons, particularly in residential areas

4. **Lack of Venue Variety**: There is a call for more non-alcohol-led venues and a greater variety of entertainment options.

5. **Transport Issues**: Poor late-night transport options are a common complaint, making it difficult for people to get home safely.

6. **Impact on Residents**: The negative impact on residents' quality of life due to noise, litter, and antisocial behaviour is frequently mentioned.

7. **Licensing and Regulation**: Some respondents feel that the current licensing policies are too restrictive or not effectively enforced, impacting the variety and vibrancy of the night-time economy.

   These concerns highlight a need for better safety measures, more diverse venue offerings, improved transport, and a balance between supporting nightlife and respecting residents' needs.

What would you like to see more of in Brighton and Hove at night? (Based on data from all three question responses)

Based on the responses provided, the following are the key themes and specific suggestions for what people would like to see more of in Brighton & Hove at night:

1. **Non-Alcohol Led Venues**: There is a strong desire for more non-alcohol led venues such as late-night cafes, coffee shops, and theatres. Respondents expressed interest in venues that offer live music, theatre performances, and other cultural activities without the focus on alcohol.

2. **Live Music and Performance Venues**: Many respondents want more live music venues and performance spaces, including smaller venues that can host grassroots music and cultural events.

3. **LGBTQ+ Venues**: There is a call for more LGBTQ+ venues to support the community and provide safe spaces.

4. **Late-Night Food Options**: Respondents expressed a need for more late-night food options beyond fast food, such as cafes and restaurants open until late.

5. **Cultural and Arts Spaces**: More art spaces for theatre, comedy, and exhibitions are desired to enhance the cultural offerings of the city at night.

6. **Safety and Security**: Increased police presence and better security measures are frequently mentioned as necessary to make people feel safer at night.

7. **Public Transport**: Improved late-night transport options, such as more frequent night buses, are suggested to help people get home safely after a night out.

Overall, respondents are looking for a more diverse and inclusive night-time economy that offers cultural experiences, supports local communities, and ensures safety for all.

What would you like to see less of in Brighton and Hove at night? (based on data in all 3 question responses)

Based on the responses provided, the following are the key aspects that respondents would like to see less of in Brighton and Hove at night:

1. **Excessive Alcohol Consumption**: Many respondents expressed a desire to see less focus on alcohol-led venues and events. They highlighted issues such as public drunkenness, binge drinking, and the negative impact of alcohol on safety and behaviour.

2. **Street Drinking and Anti-Social Behaviour**: There is a call for reducing street drinking and the associated anti-social behaviour, such as noise, littering, and vandalism.

3. **Late-Night Licenses in Residential Areas**: Respondents are concerned about late-night licenses being granted in residential areas, leading to noise and disturbances.

4. **Hen and Stag Parties**: There is a sentiment against venues that attract hen and stag parties, which are perceived to contribute to rowdy behaviour and a negative atmosphere.

5. **Drug Use and Related Issues**: Some respondents mentioned the prevalence of drug use and its impact on safety and the night-time environment.

   Overall, there is a clear desire for a reduction in alcohol-related activities and venues, better management of anti-social behaviour, and a more balanced night-time economy that considers the needs of residents and promotes safety.

How do you ensure the night-time economy makes people feel safe? (Based on data in all 3 question responses)

To ensure the night-time economy in Brighton & Hove makes people feel safe, several strategies have been suggested by respondents:

1. **Increased Police and Security Presence**: Many respondents emphasised the need for a visible police presence and more security personnel to deter crime and antisocial behaviour.

2. **Improved Lighting and Infrastructure**: Better street lighting and infrastructure improvements were suggested to enhance safety, particularly in less populated areas.

3. **Responsible Alcohol Management**: Enforcing responsible alcohol service and reducing the availability of alcohol in certain areas were highlighted as ways to mitigate drunkenness and related issues.

4. **Diverse Venue Offerings**: Encouraging a variety of venues, including non-alcohol-led options, can cater to different demographics and reduce reliance on alcohol-driven activities.

5. **Community Engagement and Training**: Initiatives such as diversity training for door staff and partnerships with local charities can foster a safer environment.

6. **Public Transport Improvements**: Enhancing late-night transport options, such as buses and taxis, can help people get home safely.

7. **Data-Informed Approaches**: Using data to identify crime hotspots and inform safety strategies was suggested as a way to address specific safety concerns.

   These measures collectively aim to create a safer night-time environment that caters to a diverse range of people while addressing specific safety concerns.