

Terms of Reference: Visitor Economy Task & finish Group

1. Purpose

- 1.1 The purpose of the Visitor Economy Task & Finish Group is to review Brighton & Hove's current visitor offer, with a particular focus on the nighttime and winter economies. It will examine the barriers that may deter visitors from coming to, or staying in, the city and identify opportunities for improvement. The group will develop and explore initiatives aimed at converting high levels of day visitors into overnight stays, while also strengthening the city's appeal as a year-round destination.
- 1.2 The group will develop a report with recommendations that will be presented to the Place Overview & Scrutiny Committee for agreement. Place Overview & Scrutiny Committee can decide to further refer the Task & Finish Group report recommendations to Cabinet and/or partners for consideration.

2. Status

- 2.1 The Task & Finish Group is an informal group that will report to the Place Overview & Scrutiny Committee.

3. Areas of focus

- 3.1 The report will focus on the nighttime economy and winter economy of Brighton & Hove, as follows:

Nighttime economy

- To investigate reasons why visitors don't stay overnight and what can be introduced to overcome these barriers
- What new ways are there to promote the city with a focus on nighttime?
- What is the current offer for visitors at nighttime? How do you make nighttime activities more attractive to visitors so they choose to stay overnight? What lessons have been learned from previous activities?
- To look into more non-alcohol lead venues and activities, how might this look?
- To look at the availability and affordability of public transport late at night
- To look at licensing for nighttime venues; understand the changes that were made, how effective has this been for businesses, has it made a difference to the nighttime economy?
- To investigate the issues of anti-social behaviour, street drinking and safety. What can be introduced to make this better?
- To look at what other cities have done to increase spending in their nighttime economy, was it successful?

Winter economy

- To investigate reasons why visitors don't visit in the winter and what can be introduced to overcome these barriers

- Why have recent winter events faced issues in the past and what can be learned from this?
- What kind of indoor activities are popular and can be built upon?
- What new ways are there to promote the city with a focus on winter time?
- How can the council support hospitality venues during off season months
- What is the offer for winter events? What's the plan moving forward?
- Can those activities that attract a lot of visitors be turned into an all year-round offer. What are they?
- What is the Christmas offer?
- Businesses in the Brilliant Brighton BID work hard to provide Christmas lights for the city centre, but could this be built on or changed? Could it be extended into Hove?
- What have other cities done to improve visitor numbers in the winter? Were they successful?

General

- What are the most popular things to do in the city and can this be built on?
- How can crime and antisocial behaviour be tackled to be more welcoming for visitors?
- What kinds of offers or deals encourage visitors to travel? What deals currently exist for taking public transport into Brighton? How effective are they?
- How can conference tourism be promoted all year round?
- Who are we targeting? Is there something we can do with Gatwick airport to help promote Sussex/B&H?

4. Scope

4.1 To produce a report examining the key challenges and opportunities within Brighton & Hove's visitor economy, with a particular focus on increasing higher-value overnight stays and improving year-round tourism. The report will focus on the nighttime and winter economies and will explore factors that influence visitor behaviour. The report will also consider wider issues affecting the city's attractiveness, including cost, cleanliness, and accessibility, and seek to identify practical measures, informed by stakeholder evidence and best practice from other local authorities, to strengthen the visitor offer and support sustainable economic growth.

5. Membership

- 5.1. Voting Members: Groups will be offered membership as follows: 3 Labour, 1 Green, 1 Conservative, 1 BH Ind or Independent member.
- 5.2. Non-voting members: Anyone with an interest in this issue may be co-opted on to the TFG at the discretion of the Chair.

5.3. Any non-executive member may sit on a Task & Finish Group.

6. Meetings

6.1. Meetings will be chaired by the Chair of Place Overview & Scrutiny Committee who will be responsible for convening meetings of the Task & Finish Group.

6.2. The Group will meet on a basis to be determined by Group members.

7. Timeline

7.1 The Task & Finish Group report on the Visitor Economy will be presented to the Place Overview & Scrutiny Committee at its meeting in November 2026.

