

<b>Committee(s)</b>	<b>Dated:</b>
Licensing Committee	08/02/2024
<b>Subject:</b> City of London Mapping: Project scoping potential to map areas of suitability for licensed activity.	<b>Public</b>
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	<b>1, 4, 9, 10</b>
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>N</b>
<b>If so, how much?</b>	<b>N/A</b>
<b>What is the source of Funding?</b>	<b>N/A</b>
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	<b>N/A</b>
<b>Report of:</b> Bob Roberts, Interim Executive Director, Environment Department	<b>For Information</b>
<b>Report author:</b> Rachel Pye, Assistant Director – Public Protection	

### Summary

The report provides additional detail on the work being carried out to investigate whether there may be potential to identify or map streets, spaces or areas of the City that could be suitable for markets, activations, later licensing hours or more licensed premises as a tool for potential investors to the City.

This project proposal forms part of the Environment Department High Level Business Plan and the Licensing Team Business Plan for 2024 – 2025.

### Recommendation(s)

Members are asked to note the details of the report.

### Main Report

#### Background

1. A request was made of the Licensing Team to investigate whether there may be potential to identify or map streets, spaces or areas of the City that could be suitable for markets, activations, later licensing hours or more licensed premises as a tool for potential investors to the City.
2. The aim of the project is to encourage good business and investment in an area and align with wider Corporation ambitions such as Destination City which aims to boost the leisure economy in City, making it a thriving destination area, driving footfall and spend.

3. Current practice is for officers to assist with information provision on request and direct potential licensees to suitable areas using local knowledge which is discussed and shared through the pre-application process or via other enquires made to the team. This project will enhance existing pre-application work by providing local knowledge digitally in one place.
4. This proposal links directly to a specific workstream in the Environment Department High Level Business Plan 2024 – 25:  
*‘Deliver the Licensing Service within the context of Destination City and with a business-friendly approach’.*
5. And a further specific workstream for the Licensing Team Business Plan 2024 – 25:  
*‘Carry out a mapping project to identify streets, spaces or areas of the City that could be suitable for markets, events, later licensing hours or more licensed premises as a tool for potential investors to the City.’*
6. The officers supporting the Licensing Committee have utilised and discussed the potential applications for mapping and analysis of data for a number of other uses to assist with the discharge of its functions in recent years namely:
  - a. Cumulative Impact Options for the City of London 2023
  - b. The Gambling Policy Local Area Profile 2022
  - c. A Night Time Economy Analysis (NTE) published in 2019

the background papers are provided in the appendices.

### **Project Proposal**

7. GIS (Geographic Information System) in its simplest form is the ability to display information on a map. It is a tool that allows you to view spatial data on a map such as a post code, ward boundary or open space.
8. A Corporate GIS is designed to store maps centrally and make them available to all staff in the City of London and also to external partners on request.
9. The GIS team’s strategic aim is to provide a cost-effective resource to enable the City of London to manage and use its spatial data effectively. They are doing this by:
  - Promoting the use of GIS, spatial data & mapping
  - Using industry standard tools and software
  - Integrating GIS and maps into all areas of the Corporation
10. This project is a collaboration between teams in the Public Protection Division and the wider Environment Department, namely Licensing, Business Delivery and Corporate GIS. A number of other Departments and teams will also assist

such as Innovation and Growth, Destination City, Highways. Other areas across the organisation will be engaged as the project develops.

11. The City of London already provides an extensive number of maps available freely on the City of London website link [Interactive maps - City of London](#). This resource is provided and maintained by the Corporate GIS Team.
12. For example, the existing [City of London property development pipeline](#) is an online GIS-enabled map that highlights all new and refurbished office developments planned in the City of London over the next five years.
13. The map is a useful tool for anyone looking for information on office space that is either under construction or planned in the City and neighbouring boroughs. The map contains additional layers that provide information on nearby amenities such as hotels, residential and retail units as well as underground stations, cycle hire and cycle parking.
14. The easy-to-use interactive map tools allows users to identify, query, export or share property data, by completion year of development work on site. The map is continually updated to provide the latest data on property within the Square Mile.
15. It is this type of tool that can be enhanced with additional data sets to provide relevant information for new or existing hospitality businesses looking to invest in the City.
16. Officers have reviewed existing data sets that are available across the Corporation. Examples of these data sets that have the potential of being brought together in one place are as follows:
  - a. Existing locations of licensed premises including licensing hours.
  - b. Existing pavement licence locations.
  - c. Existing locations of licensed markets and pop ups.
  - d. Addresses with appropriate planning permissions in place.
  - e. Data from retail surveys – hotels / office / public house etc.
  - f. Locations of transport hubs – rail / bus / tube / taxi.
  - g. City's green or open spaces.
  - h. Known footfall or footfall predictions.
  - i. Data from the development pipeline.
  - j. Pret Index data.
  - k. Residential locations.
  - l. Noise complaint data.
  - m. Crime and community safety data from SafeStats.

This list is not exhaustive and additional data sets are being investigated for their potential.

17. The project proposes to bring the data sets together as an easy-to-use interactive map and the proposed indicative timeline for delivery is w/c 29<sup>th</sup> April 2024.

## **Implications**

18. Corporate & Strategic Implications:

Strategic implications – This workstream aligns with the existing 2018 – 2023 and new Corporate Plan 2024 - 2029, existing Local Plan 2015 and proposed City Plan 2040 and emerging Digital Strategy as they are developed and reach their go live dates. This workstream also aligns to the Mayoral Priorities for 2023 – 24.

Financial implications – This workstream has been scoped to be delivered within existing budgets.

Resource implications – This workstream has been scoped to be delivered using existing resources.

Legal implications - None

Risk implications - None

Equalities implications – None

Climate implications - None

Security implications – None

## **Conclusion**

A project is being developed to identify or map streets, spaces or areas of the City that could be suitable for markets, activations, later licensing hours or more licensed premises as a tool for potential investors to the City.

The project is being scoped to utilise existing resource within the Environment Department.

## **Appendices**

None

## **Background Papers**

[Cumulative Impact Options for the City of London 2023](#)

[Gambling Act 2005: Review of Statement of Licensing Principles 2022](#)

[Mapping and Assessing the City's Night Time Economy 2019](#)

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