Committee(s)	Dated:
Licensing	16/07/2024
Subject: City of London Mapping: Licensing Interactive Map	**Public**
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	**Diverse Engaged Communities Providing Excellent Services Vibrant Thriving Destination**
Does this proposal require extra revenue and/or capital spending?	**N**
If so, how much?	**N/A**
What is the source of Funding?	**N/A**
Has this Funding Source been agreed with the Chamberlain's Department?	**N/A**
Report of: Gavin Stedman, Port Health and Public Protection Director, Environment Department	**For Information**
Report author: Rachel Pye, Assistant Director – Public Protection	

Summary

The report provides details of the outcome of the project work carried out collaboratively by the City of London Licensing and Corporate GIS Teams to investigate whether there may be potential to map streets, spaces or areas of the City that could be suitable for markets, activations, alternative licensing hours or prospective hospitality premises as an interface for City of London stakeholders including residents, members, officers and potential investors.

[The Licensing Interactive Map](#) is being made available on the [City of London Interactive Maps landing page](#) and forms part of the offer developed and maintained by the Corporate City of London GIS Team. The map will continue to be developed as relevant data sets become available.

The City of London Media Team are working on the promotion of the map.

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 by the Chairman to investigate whether there is potential to map streets, spaces or areas of the City that could be suitable for markets, activations, alternative licensing hours or prospective hospitality premises as an interface for City of London stakeholders including residents, members, officers and potential investors.

2. The aim of the project is to encourage good responsible 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. Whilst balancing the needs of the residents and other occupiers.

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.

4. This project has enhanced existing pre-application work by providing local knowledge digitally in one place.

Project Outcome

5. The Licensing Interactive Map is now available for use on the City of London Corporate GIS (Geographic Information System). In simple terms it now provides the ability to display relevant information on a map. It is a tool that allows you to view spatial data on a map such as licensed premises, ward boundaries or travel hubs.

6. The City of London Corporate GIS is designed to store maps centrally and make them available to all staff in the City of London and to external partners when suitable.

7. 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, in this case the Licensing Service.

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

9. 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](https://www.cityoflondon.gov.uk/footer/interactive-map-layers) https://www.cityoflondon.gov.uk/footer/interactive-map-layers. This resource is provided and maintained by the Corporate GIS Team.

10. Officers have reviewed existing data sets that are available across the Corporation and made these publicly accessible to provide relevant information for new or existing hospitality businesses looking to invest in the City or residents or other stakeholders that may have an interest.

11. Data sets that have been 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 houses etc.
    f. Locations of transport hubs – rail / bus / tube / taxi / bike racks.
    g. City's green or open spaces.
    h. Data from the development pipeline.
    i. Residential locations.
    j. Additional functionality with the licensed premises locations e.g. link to licence conditions.

    This list is not exhaustive and additional data sets are being investigated for their potential, such as:
    a. Accessibility data.
    b. Noise complaint data.
    c. Footfall modelling data.
    d. Crime and community safety data.
    e. Credit card spend activity.
    f. Premises with a licence and no current occupier.

12. The City of London Media Team will promote the map via a media release and directed communications once the landing page is live and accessible.

Implications

18. Corporate & Strategic Implications:

    Strategic implications – This workstream aligns with the 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 has been delivered to provide an interactive map which can be used to identify streets, spaces or areas of the City that could be suitable for markets, activations, alternative licensing hours or prospective hospitality premises as an interface for City stakeholders in the form of a Licensing Interactive Map.

The Licensing Interactive Map is being made available on the City of London Interactive Maps landing page and forms part of the offer developed and maintained by the Corporate City of London GIS Team. The map will continue to be developed as relevant data sets become available.

The City of London Media Team are working on the promotion of the map.

The project has been delivered utilising existing resource within the Environment Department.

Appendices

None

Background Papers

City of London Mapping: Project scoping potential to map areas of suitability for licensed activity

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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