

AFTER DARK

News, debate and insight for those creating successful towns and cities at night

ISSUE 1 WINTER 2010 / 11

It's the quality
stupid...

why Melbourne's got it so
right.. at night

The future's bright,
the future's purple
what next for Purple Flag?

Tripping
the light
fantastic

reclaiming the night
through guerilla
lighting

Merseybeat
the rise of
Liverpool after five

A new
Newquay
transformation from
tragedy

NightMix offer
Intelligence for the
night-time economy

NightMix™

NightMix is a unique service developed by MAKE and TBR for organisations in the public and private sectors wishing to measure impact, value, change and opportunity in any given night-time economy.

At its core is the NightMix Index (NMI). The NMI ranks the night-time economies of all UK boroughs from 1 (Westminster - £2.9bn annual turnover) to 409 (the Isles of Scilly - £6m). It provides turnover, employment, firm sizes and numbers, and does this over time and by any location.

The service can be used to inform economic impact studies, town centre regeneration, masterplans and local development frameworks, leisure-retail assessments, competitor analysis (of brands and town centres) and investment planning in the private sector.

Unlike any other service it does not rely on the limited national data sets but on TBR's unique TCR database, which covers virtually all UK firms. With TCR it is possible to provide analysis down to six-digit postcode level, by sub-sector (e.g. alcohol-led, food-led, entertainment, support services etc.) and by firm type, e.g. from pubs and bars to bingo halls and theatres.

Free presentation

MAKE and TBR are offering free 'Night-Mix' sessions to 'After Dark' readers on a first come first served basis. Just get together a group of stakeholders and we'll do the rest.

Our aim in a Night-Mix session is to provide you with some free analysis of the economic value of your NTE to support the case for ongoing investment and promotion of all that is good about your place after dark. It's already proved a major contributor to debates in places like Cardiff and Richmond. We will seek to answer questions like:

- How large is your night time economy?
- How many jobs does it provide?
- How has it changed over time?
- What sectors are doing well or not so well?
- How it compares to your competitors (tell us who)?
- How can a healthy NTE can generate jobs and revenues for councils?
- What are the implications of our data for your NTE and what are the future options?

If you would like a free NightMix presentation, please contact Terry Bevan at terry.bevan@tbr.co.uk

MAKE



think...economicskillscreativeenvironment

WELCOME

Welcome to the first 2011 edition of 'After Dark' - the publication for those involved in creating successful night-time economies. 'After Dark' is the new name for our original 'NightMix News' circular, which many of you will have read in 2010. As the publishers of NightMix News, at MAKE and TBR we have perhaps created the quickest rebranding in publishing history. However, we have done this for two good reasons.

Firstly, we thought it was important to give 'After Dark' a distinct identity from the MAKE-TBR 'NightMix' product that we provide to government, local authorities and trade bodies who want to measure the value of the night-time economy (see back page for more details).

Secondly, while the first 'NightMix News' was an economic analysis of the UK night-time economy (NTE) and featured our league tables of the country's top night-time destinations, we wanted to broaden the publication's remit, and thought a name change would reflect that. Therefore, it is our aim to produce a journal* that has practical value and 'think-pieces' on the whole spectrum of challenges and opportunities facing our towns and cities after dark (*okay, 'journal' is a bit grand but we are nothing if not aspirational). We also wanted to invite other policymakers and practitioners to contribute, as well as calling on our own experience.

However, no matter what this publication's name, there wouldn't have been a second instalment if the first had not been such a hit. And by 'hit', we mean the interest has staggered us. The number of people contacting us about the figures we produced on the size of the UK's NTE (£66bn if you missed it), whether from the press, local authorities, the private sector or government, has been huge. There was clear demand for a publication that improves understanding of how towns and cities work better after dark.

We decided that if this was going to be a long-term project, it was important that 'After Dark' had some clear aims based on what you told us you needed most. The first of these was to provide updates on the latest developments and examples of best practice in the NTE. The second, and perhaps more important aim, was that 'After Dark' should provide a platform from which contributors could debate how towns and cities should look and feel at night and whether we are going about achieving this in the right way.

As the editor, I think it is also crucial to set out the 'After Dark' philosophy. While we welcome provocative arguments as well as practical advice, our general position is that we want it to be a 'think and do' publication. The great philosopher Wittgenstein once said, "I would someday like to write a book entirely made up of questions", which is great Ludwig, but for 'After Dark' we want some idea what the 'answer' might look like, even if it's still a little tentative.

We now have a circulation of over 1,600 and a much wider readership. In 2011 we are seeking to increase this to 2,000 and beyond. Readers range from government officials in the Home Office, DCLG, DCMS and the DoH, to planners and designers, town centre managers, directors of public health, property developers, academics and senior police officers. So, if you have an idea for an article, please get in touch: we want the next 'After Dark' to be even bigger and better. In the meantime, please enjoy this next step on our 'After Dark' journey and may we wish you all a rewarding 2011.

Alistair Turnham, MAKE & 'After Dark' Editor

IN THIS EDITION:

p4 Mike Cockburn, Liverpool's city centre manager, describes how the city is not prepared to rest on its laurels having reduced crime and brought in a huge amount of investment.

p10 Terry Bevan, director at economists TBR and NightMix partner, talks about his experience in Australia and why quality, not necessarily quantity, will be key to successful NTEs.

p16 Dan McGrath, Purple Flag coordinator at the Association of Town Centre Management, tells us why he thinks 2011 will be a purple patch for the after dark accreditation scheme.

p20 Sharon Stammers and Martin Lupton of Light Collective, defend the importance of lighting investment for creating civilised, safe, vibrant and successful night-time economies in an age of austerity and carbon reduction.

p24 Rob Andrew and Julie Whitmarsh from Cornwall, flush with a number of national awards, write about the Newquay Safe, a 'bottom-up' programme to address teenage drinking. The Big Society and the NTE anyone?

p30 Want to get in touch or write an article, want to know what's planned for the next issue? Find it all here.

CITY CENTRE, NOTTINGHAM
ANNUAL 'LIGHT NIGHT' FESTIVAL
OF ARTS AND CULTURE

WHEN PERCEPTION ISN'T REALITY

Mike Cockburn, City Centre Manager of **Liverpool**, discusses the city's recent renaissance and why resting on its 'after dark laurels' is not for this waking giant.



ROYAL LIVER BUILDING, LIVERPOOL
LIGHT INSTALLATION AS PART OF 'CULTURE 08'

"I came here [Liverpool] for a conference. I went out on my own for dinner last night and it's the safest city I've ever felt, and I've been to every other big city in the UK doing conferences. The people here are so friendly and it feels really vibrant, I'm definitely coming back... with my husband."

Interviewee, Liverpool 'Design out Crime' project

Liverpool has had something of a perception problem over the years: insert your own cliché here. Yet, arguably, it is the country's most interesting regional city in which to live or visit. Its mix of architectural grandeur is unrivalled outside of London: from the new Museum of Liverpool alongside the Three Graces, to side streets populated with independent shops; from the renovated St George's Hall to plans for the UK's first 'skyscraper city', Liverpool is a city with a grand past that is on the cusp of something special again. Add in football, music, art, Capital of Culture 2008 and Scouse identity itself, and it's a mix that is rarely found on these shores, perhaps drawing better comparisons with the likes of Marseille, Berlin or Barcelona.

Yet outdated perceptions of crime, 1980s political strife and the misconception that the Beatles were the only band ever to come from Liverpool, still typecast the city for those who have not visited it recently (or ever). Yet, as the quote above shows, people who experience the city first hand seem to fall in love with it. Conde Nast Traveller has voted it 3rd best UK city destination after London and Edinburgh for the past two years. It's a really exciting time for Liverpool.

Crucially, and this is the heart of this article, Liverpool is increasingly finding the confidence to secure its own future through a bold vision, economic growth and genuine partnership working, rather than as the recipient of handouts from Westminster and Brussels. As part of this assertive strategy, the city has also come to realise that if it wants to continue its resurgence, it needs to adopt a more 'interventionist' approach. Where once Liverpool would have been grateful for any investment, it now wants to make sure it's right for the city's future.

A recent example of this is Grosvenor Estate's £1bn Liverpool ONE scheme. This has given the city a new physical heart to match its spiritual one; one that is open late into the night, has large format mainstream brands as well as boutique retailers, art galleries, apartments and offices. However, unlike many recent city centre mixed-use developments - which are either closed at night or which locate all their restaurants on the upper floor, leaving the street level deserted after dark - planners insisted on Liverpool ONE being open 24 hours a day and

having strategically sited cafes and restaurants at ground floor to animate the streets in the evening. As a result, it is one of the UK's few city centre retail destinations that genuinely operates in the evening and throughout week and, crucially, all year round. Retail occupancy stands at 99% at a time when the average for town centres is around 86%.

Yet Liverpool is not resting on its laurels. No matter how much investment is still planned, if it isn't combined with ongoing (and visible) improvements in cleansing, lighting, transport and public safety (particularly at night) then we will not deliver our aim to create a world class visitor experience fitting for a city of Liverpool's global reach.

As part of this aim, it is Liverpool's ambition to make its city centre the safest (and safest feeling) of all the UK's major cities. To give a little context, Liverpool has brought down crime in the city centre by 45% over the past five years, making it one of the safest large cities in the UK. It is cited as best practice in after-dark policing by the Home Office and the city's crime and disorder reduction partnership received the Audit Commission's Green Flag for outstanding performance in the public sector, specifically for addressing alcohol-related night-time violence and disorder.

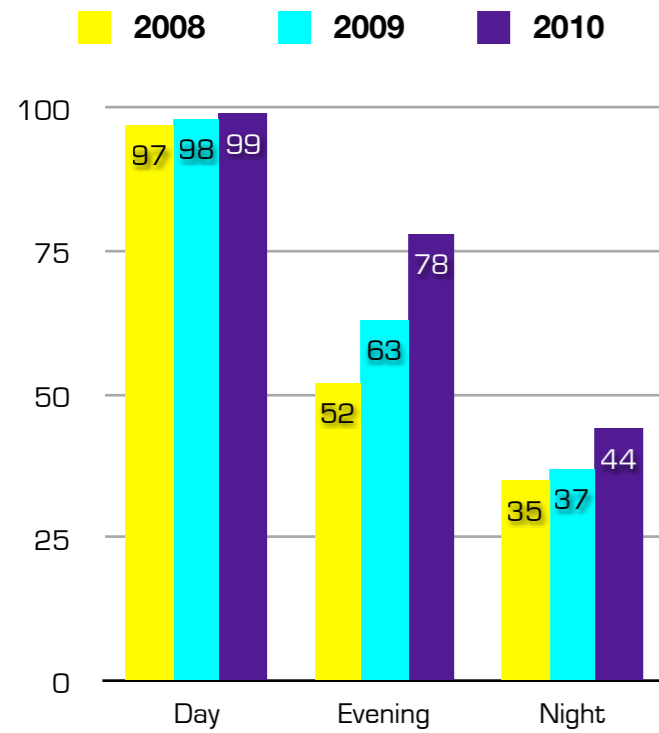
However, despite these major achievements, between 2008 and 2010 there has been a gradual 'plateau-ing' in the reduction of crime each year. There was concern amongst partners that these reductions could cease, and indeed, that crime might even rise again, something that could potentially be compounded by the scale of public sector cuts. and disorder.

With this in mind, the city wanted to know where to go next after dark and commissioned 'Design out Crime' - a project to understand and address both the reality and perception of crime and disorder in the city centre. Completed by MAKE and urban designers Ferial, the gives us a blueprint, not just for addressing crime, as the title suggests, but a holistic vision and physical masterplan for how the city should function after dark.

DESPITE MAJOR ACHIEVEMENTS, BETWEEN 2008 AND 2010 THERE HAS BEEN A GRADUAL 'PLATEAU-ING' IN THE REDUCTION OF CRIME EACH YEAR. THERE WAS CONCERN THAT THESE REDUCTIONS COULD CEASE, AND THAT CRIME MIGHT EVEN RISE AGAIN.

Design out Crime made use of extensive research, including perception surveys and focus groups, with users and non-users of Liverpool after dark. The headline results from the perception survey are shown below.

% of visitors feeling safe in Liverpool city centre



People's feelings of safety in the city centre have clearly improved at all times of day, but at night we still need to make progress. When those who didn't feel safe in the city centre in the evening and at night were asked what most concerned them, traditionally it had been 'theft' (e.g. of mobile phones, bags etc), but by 2010 it had moved to 'drunk people on the streets'.

This is testament to the major falls in theft that Merseyside police, licensees and partners have delivered over the past few years, but it also brings into focus the hugely negative impact of having a dominant alcohol-led culture after dark. This is not just a trend in Liverpool, it is a national challenge for all night-time economies: excessively intoxicated people (whether aggressive or not) not only pose crime and health problems (both to themselves as well as others), but they are clearly an economic and social deterrent to more successful and diverse centres after dark

WHEN THOSE WHO DIDN'T FEEL SAFE IN THE CITY CENTRE IN THE EVENING AND AT NIGHT WERE ASKED WHAT THEY WERE MOST CONCERNED ABOUT, TRADITIONALLY IT HAD BEEN 'THEFT' (MOBILE PHONES, BAGS...), BUT BY 2010 IT HAD MOVED TO 'DRUNK PEOPLE ON THE STREETS'.

Our focus groups also provided clear evidence that while we have one of the friendliest cities in the UK, of those who did visit the city centre after dark, some avoided specific destinations because of drunkenness on the street. Two areas in particular emerged as a problem (and which were not by chance the areas of highest alcohol-related crime).

Firstly, Ropewalks (the historic warehouse district), which though relatively diverse in night-time economy activity, feels as though it is dominated by large format alcohol-led venues. The second hotspot was Cavern Quarter (spiritual home of the Beatles... and hundreds of other bands over the years!), which had become ruled by downmarket summer holiday style bars blaring out cheap music and selling even cheaper drinks.

Many venues in both these locations were covered in banners promoting how late they were open and 'PRs' on the street were, sometimes literally, dragging people into venues. The Design out Crime team called this the 'Faliraki-isation' of Liverpool's night life, i.e. the kind of permissive approach to the management of premises, customer behaviour and intoxication (and therefore crime) more usually found in low budget holiday resorts, rather than the world's leading musical heritage quarter.

The main conclusions of Design out Crime were that despite major progress on investment, crime reduction, strong partnership and effective intelligence, alongside a first rate cultural offer, Liverpool needed a new vision for where we wanted to take the city at night and a programme of action to deliver this change. Further, Design out Crime made it abundantly clear that we couldn't carry on investing in 'curing' the problems created by a saturated alcohol-led after dark culture, particularly in an age of public sector cuts.

A more interventionist approach was clearly required; setting boundaries about what the city would and wouldn't accept in terms of the management of, and investment in, its night-time economy.

Developed after genuine engagement with over 100 stakeholders, from students to disabled groups, senior police to gallery curators, and crucially, the licensed trade and daytime businesses, the emergent strategy begins with the deceptively simple vision of "Liverpool After Dark: A Place For Everyone".



CONCERT SQUARE, ROPEWALKS, LIVERPOOL
(LEFT AND ABOVE RIGHT) FROM CAFE SOCIETY TO ALCOHOL DOMINATION...
(TOP LEFT) CONCERT SQUARE DOESN'T STAND A CHANCE SURROUNDED BY MORE THAN 8 VERTICAL DRINKING MEGA VENUES
A NEW ACTION GROUP AIMS TO RETURN THE SQUARE TO ITS ORIGINAL VISION



MATTHEW STREET, CAVERN QUARTER, LIVERPOOL
HOME TO THE CAVERN CLUB (ABOVE LEFT), THE BEATLES AND OTHER BANDS! THE WORLD'S MOST FAMOUS MUSICAL HERITAGE QUARTER. DURING THE DAY IT'S A TOURIST MAGNET (ABOVE). YET ON A WEEKEND NIGHT, IT CAN FEEL LIKE FALIRAKI - A POLICE PRESENCE IS REQUIRED TO KEEP ORDER (RIGHT)
THE BUSINESS IMPROVEMENT DISTRICT IS LEADING A BID TO REFRESH THIS AREA AND CHANGE ITS APPEAL



WHEN PERCEPTION ISN'T REALITY / 7

However, this was underpinned by tying Design out Crime's recommendations into other strategies, such as the planning local development framework, the PCT's alcohol strategy, licensing policy and the city centre management and policing plans, ensuring that none of these functions against the others, which at times in the past they had been. In the future, under the stewardship of the City Centre Management Team, the city's evening and night-time economy will be specifically represented in policy development in all areas.

Of the 50 recommendations some were particularly urgent. These included:

Improving licensee engagement – this had been relatively poor for a city the size of Liverpool and is crucial to delivering change on the serving of intoxicated individuals and irresponsible promotions.

Introducing more robust and better-coordinated enforcement of existing regulations around planning, licensing and noise.

Creating 'micro-masterplans' and stakeholder groups to take ownership of key problem (and opportunity) spaces, such as Concert Square (the heart of Ropewalks), the Cavern Quarter and Stanley Street (the city's burgeoning 'gay quarter').

Developing a culture of public space design that works after dark as well as during the day, such as wider pavements in key night-time areas, automatic bollards, differential traffic flows, the re-siting of taxi ranks and bus shelters and better lighting (below).



Since the completion of the study in September 2010, the City Centre Management Team has made delivering the recommendations of Design out Crime a major objective of the city centre management plan - it's a report that's gathering coffee stains not dust! Early wins include:

Liverpool's award of a Purple Flag, which we are working hard to retain and which has brought together key partners and raised the profile with local decision makers of Liverpool's £500m+ NTE.

Police are now patrolling parts of the city centre that were low crime, but which felt threatening due to their physical design and low footfall (the opposite of the crime 'hotspots').

A multiagency enforcement group has come together to take a more consistent and robust approach to NTE enforcement across planning, licensing, noise and environmental health.

A major events strategy (second only in scope to London's Olympic plan), which includes the deliberate 'stretching' of daytime events into the evening (e.g. Liverpool hosts the International Boat Show in 2011 and there is a round the clock programme of connected activity).

The removal of posters and banners (below) which simply advertise low cost alcohol or how late a venue is open has gone forward.



Consultation on the introduction of a 'cumulative impact zone' for the whole city centre is taking place, something which will give the council greater control over new alcohol licences, and one of the few areas where Liverpool has been 'behind the curve' in managing its NTE.

Funding has been secured for a short to medium-term redesign of Victoria Street (which connects the gay venues of Stanley Street and the Cavern Quarter) in order to better accommodate taxis and buses and eliminate conflict hotspots. A long-term plan still exists for a major public space overhaul for Victoria Street when funding is available.

Challenges remain, such as pre-loading, negative local media perceptions and, of course, where funding will come from to implement the more substantial recommendations for public space redesign. However, what we have realised as a result of Design out Crime is that much of what we were doing in our NTE was right, yet there remains a need to do more, and to do it better, something particularly challenging in an age of austerity. We are moving the city on from an agenda of reducing crime (important though this has been) to a mindset that Liverpool after dark must be "a place for everyone".



VICTORIA STREET, LIVERPOOL

(ABOVE) TODAY IT'S A KEY HOTSPOT BETWEEN CAVERN QUARTER AND THE STANLEY STREET GAY AREA. IT SUFFERS FROM CRAMPED BUS SHELTERS, NARROW PAVEMENTS AND PINCHPOINTS, DARK ALLEYWAYS, POOR LIGHTING AND EXCESSIVE VEHICLE LANES. YET IT ALSO ENCOMPASSES MAGNIFICENT BUILDINGS AND POPULAR BARS AND RESTAURANTS

(BELOW) HOW IT COULD LOOK. A VISION THAT IS DESIGNED FOR THE NIGHT AS WELL AS THE DAY



CONTACT

If you would like a copy of Design out Crime or to discuss the project's impact, contact Mike Cockburn, Liverpool City Centre Manager, on 0151 233 5327 or mike.cockburn@liverpool.gov.uk

WHEN PERCEPTION ISN'T REALITY / 8

IT'S THE QUALITY... STUPID

While on what has clearly become a busman's holiday to Melbourne, NightMix partner, economist Terry Bevan of TBR, gets us thinking about whether it is possible to identify and develop 'quality' in the night-time economy.

I am writing this contribution to 'After Dark' on a visit to Melbourne. Superficially many Poms and Aussies stem from the same roots, but given that Christmas in Australia is celebrated during the hottest time of the year, such an observation begins to touch upon the many aspects of life and habitat that make us different (including of course England's superior test match, if not one day, cricketing skills).

The centre of Melbourne is a place where people still live, work and play. However, in 2010 Melbourne is running out of space and is still part of a national culture built around a few large cities and a preserved outback. Encouragement is being given to investment in high-rise, high-density apartments that give quick access to the many pleasures that the city has to offer.

It's food scene is amongst the best anywhere in the world, bringing together the whole diaspora of South Asian food with the Australian love of

meat, as well as the remaining global cuisines that one would expect to find in a city, which with 4m inhabitants, is almost half the size of London but more than twice that of Greater Manchester.

It is a city that has become known for its quality of life. The key word here is 'quality'. 'The Economist' ranks it as the 3rd most liveable city in the world, 'Monocle' magazine the 9th and Mercer's Quality of Living Index it comes in at 18th.

But it's not just the food, it's also the arts, the museums, the cafe culture, the public space, public services, its vision and ambition... and, yes, plenty of fine Yarra Valley wine, if you are so inclined (and of course I am). While Melbourne isn't perfect, like all cities it's a work in progress, it's just further into the refinement stage than many of its peers. It's also one that takes the quality of its evening and night-time economy seriously, very seriously indeed.



CITY CENTRE, MELBOURNE
PUBLIC LIGHTING PROGRAMME

At this time of year the city's Suzuki Night Market has already begun on the site of the city's famous Victoria Market. Food experiences from every home country of Australia's diverse population are on offer alongside traditional market wares all complimented by quality live entertainment.

Just walking around this civilised city after dark, it is easy to see the quality of Melbourne's night-time economy at every turn, although like all cities it has its share of issues that need regulation. However, this article is not about regulating the NTE. It's about how we might define a quality NTE and how this definition might be translated into reality.

We believe it is legitimate to consider the economics of the NTE in their own right because as we showed in our earlier (NightMix) research, the NTE makes a major contribution to many local economies. Indeed, in some locations it represents such an important part of revenue that it is simply divisive to approach it through regulatory spectacles alone.

The answer to this question takes us to a rarefied and technical (and to most readers quite boring) realm, but in short, you will be pleased to know, we can begin by answering 'Yes'. We think it is possible to identify NTE businesses that provide a more stable and desirable contribution to a local economy and community - the bedrock of a quality NTE.

In our experience, communities work better when there is something for everybody and best when this 'something' shepherds in quality products and services. Homogeneity and, in particular, an night-time economy offer based on selling low price alcohol, not only creates social problems, but delivers limited economic value.

In the case of an NTE business 'quality' may be difficult to see on the surface, but there is one measure of economic analysis that can be applied which, generally speaking, will mean the higher the performance the more likely the business is ticking all the community related boxes.

GVA delivers a simple comparative view of the added economic value that an organisation brings to the economy. Generally speaking, the higher the GVA figure per firm or per employee, the greater the chance that the firm or employee is providing a high quality product that is in high demand.

This is because one of the key drivers of high GVA is high sales price and high sales price is only possible if the purchaser believes there is a benefit or benefits in paying more (here's not a place to go into 'consumer rationality').

This might be anything from acquiring a status symbol, a more reliable product or service, something that is perceived to have quality or a point of difference over comparable cheaper options. There are almost always cheaper alternatives, but evidence shows that paying a high(er) price generally means greater satisfaction with the product.

Another accompanying facet of high GVA is the likelihood that higher quality skills are required to

While the NTE won't compete with financial services or biosciences on GVA, our initial research suggests that there is real value to be added by quality businesses in this sector and the view amongst many strategists that this is a market that shouldn't be given support is a blunt and incorrect approach.

We believe that the next steps are to formalise our initial investigations and develop the evidence of where in the NTE there is a market of higher GVA than previously understood. These initial investigations also suggest that certain types of 'quality' operators and specific mixes of operations (and their supply chains) actually constitute an economic model which is not only worth pursuing on grounds of job and wealth creation, but could also deliver social and community benefits too.

Together, an understanding of these elements will give us a relevant development model.



In pursuing this optimistic view of the NTE we meet politicians who see 'life after dark' as a potential vote loser but also public sector strategists who want to improve the value in their town and city centres yet find it difficult to know where to start.

Through NightMix, we have made this subject easier to consider because now we can all debate the size and change in a market we did not believe we could measure. Indeed, previously few people even thought it would be a good idea to measure the NTE, but from the massive feedback to our first issue that now appears to be changing. Yet despite the ability to measure it, we need to go further. For us a key outstanding question remains:

Can we identify the quality and range of business activity needed to develop a locally appropriate NTE, which delivers on both an economic growth and community wellbeing agenda?

The unit of measurement is Gross Value Added or GVA for short. It's the main measure adopted by the government and economic development organisations to measure outputs from UK industry. GVA can be measured per individual employee, per firm or collection of firms. It can then be compared with other configurations and it can be geographically mapped.

THE NTE MAKES A MAJOR CONTRIBUTION TO MANY LOCAL ECONOMIES. INDEED, IN SOME LOCATIONS IT REPRESENTS SUCH AN IMPORTANT PART OF REVENUE THAT IT IS SIMPLY DIVISIVE TO APPROACH IT THROUGH REGULATORY SPECTACLES ALONE.

provide the services or products and in turn this translates into higher earnings for the individuals concerned.

So finding high GVA in a NTE begins to ring the right bells for the community - who can also take advantage of the services, and we believe it will directly contribute to community cohesion and job opportunity. If personally you like the look and feel (and economic contribution) of your NTE, you will be more inclined to get behind it in all sorts of ways, from volunteering in cultural events, to using it (more), to investing in it or wanting to work in it. That is what is happening at the Suzuki Night Market and in Melbourne more generally.

For policymakers who are used to believing that night-time, leisure-retail and hospitality activities depend upon low cost and part-time labour this should also be a wakeup call.

At TBR and MAKE we can deliver these measurements through our NightMix model, but the client base needs to commission the research, so this part of the article is an appeal to all those who are interested in the NTE to take GVA measurement seriously and support the funding of research to build the positive potential of this market.

Then we will be able to answer crucial questions such as:

How can you tell a 'good' NTE when you see one?

How could you improve upon the quality of that NTE?

How do you make sure that what works is sustainable?

In Melbourne the Victoria Market has been growing since 1878. The Suzuki Night Market was added only 10 years ago, yet goes from strength to strength. The visitor can see and feel the interest and excitement that this market generates, but of course most NTEs are smaller than Melbourne, which has its own distinct areas of night time activity, and there is no one solution that fits all circumstances.

We have already demonstrated through NightMix that the NTE is a major contributor to 'UK plc' from its 'core' businesses (bars, pubs, clubs, theatres, cinemas etc). These alone contribute £66bn annually and key individual NTEs, such as Westminster, Glasgow and Manchester, generate upwards of £1bn and employ thousands of local people. We must put behind us a simple acceptance that NTE type activities are ones of relatively low value and therefore by inference not deserving of priority from policymakers.

If we want to move into what I have called the 'Suzuki mode' (diversity, culture, high value and quality) in a strategic way, we must study our NTE activities and clarify which ones are working particularly well. Then we need dig deeper and understand why. By doing this we can then develop a proper strategy for change, using local 'leader' firms as the drivers of improvement.

Until we cross this bridge we are simply flying by the seat of our pants.

To conclude, I'll leave you with an example of how GVA can vary in a different market – digital businesses - as shown in the map right of the Midlands. This is taken from work that TBR recently presented to the Department of Business, Information and Skills (based upon the potential shape of the new Local Economic Partnerships which are replacing Regional Development Agencies).

Behind the graphics is of course a much more detailed analysis, but this gives an idea of where we could and should be heading. The size of the point is directly proportional to relative to each firm's GVA.

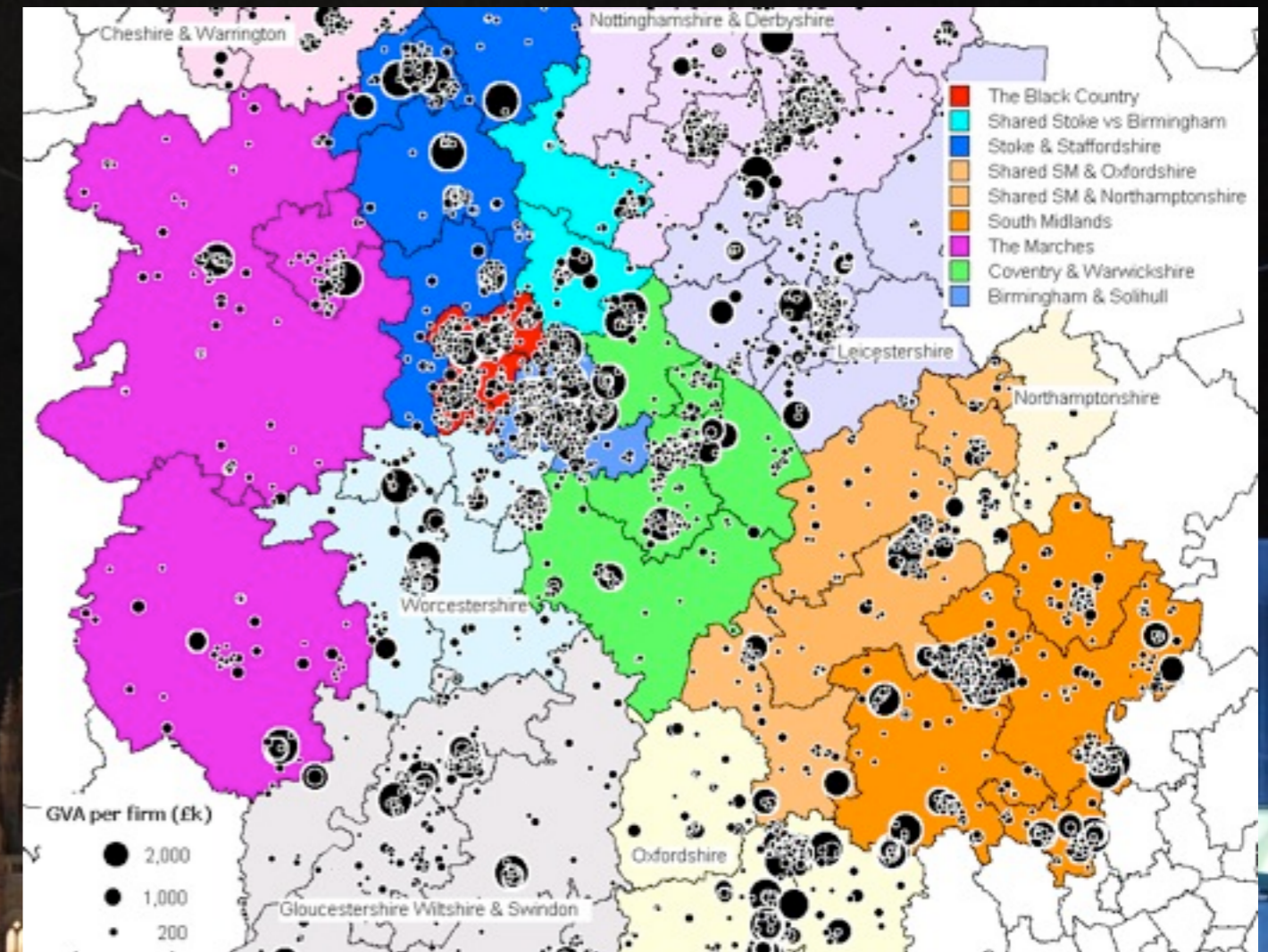
We can drill down into each business to see how it is growing (or not). By doing this we are able to answer crucial questions such as: Where are the clusters of business types that might have a critical mass? Which locations grow larger businesses faster? Why are these businesses growing – is it all about 'quality' or something else as well / instead? What else do those 'leader' businesses need to grow more? Why are some areas completely devoid of firms? Do we need to support these areas to achieve a piece of the pie and if so, which piece?

We need to apply the same processes to the NTE if we are to deliver more inclusive, diverse, and sustainable as well as economically successful town centres.


CONTACT

To discuss this article further, please contact Terry Bevan at terry.bevan@tbr.co.uk

GVA of digital firms in the UK Midlands (the larger the cluster the greater the GVA)



FEDERATION SQUARE,
MELBOURNE
MULTI-USE,
MULTI-GENERATIONAL
MULTI-TEMPORAL
PUBLIC SPACE DESIGN



PAINTING THE TOWN... PURPLE

Dan McGrath, Purple Flag Coordinator at the Association of Town Centre gives an update on the ATCM's Purple Flag accreditation scheme for better town centres at night and highlights their plans for the programme in 2011.

Purple Flag is the accreditation scheme for better town centres at night. Its aims are to raise standards in the management of our centres and to broaden their appeal. The Association of Town Centre Management (ATCM) launched the scheme in October 2009 after eight years of research and development, showing that the benefits of a scheme might include the attraction of current non-users of town centres after dark, the increase in trade, the reduction of crime and increased user and resident satisfaction with their town centre.

Central and local government, the police, business, town centre partnerships and trade bodies have all come on board to support Purple Flag, demonstrating the widespread understanding of the benefits that the scheme can bring. At its heart is a unique system of values and standards – the Purple Flag 'Core Agenda'. Those centres that reach these standards can fly the Purple Flag.

To date, 15 town and city centres have been awarded Purple Flags, including major cities, historic centres and market towns, and interest in the scheme continues to grow. On November 3rd Purple Flag were awarded to Round Two winners - Bournemouth, Bristol, Halifax, High Wycombe, Oxford and Winchester at a ceremony hosted by Nottingham City Council and We Are Nottingham (the dedicated business improvement district – BID - for the city's NTE).

The award winners joined the nine existing Purple Flag holders across the country that have met the high standards expected, including Birmingham, Liverpool, Manchester and Bath. However, Purple Flag is intended to be more than just an award for effort and a cause for celebration – valuable as this is. It also provides research, training, and development opportunities to help towns & cities improve their management strategies and tackle issues such as anti-social behaviour, and encourage a diverse evening offer. It is also important to note that while the bar has been set relatively high for the earlier rounds, it was also intended to be accessible to those who are at the front of the pack in managing their town centre at night.

COVENT GARDEN, LONDON
FREE NIGHT-TIME DISPLAY OF AEROBATICS

However, as the scheme progresses, the standards expected by new Purple Flag applicants and those centres renewing their accreditation will rise in line with best practice. What is seen as outstanding in a particular Purple Flag standard today, will become the expected norm in the future. Through this process, it is intended to create a 'virtuous upward spiral' of improvements across the country, rather than in creating a small cohort of particularly forward thinking locations.

It is also worth adding here that of the 15 current Purple Flag holders, while all reached the minimum expected in the five 'standards' that make up the Core Agenda, some were considerably stronger than others in certain areas, for example the provision of later night transport, festivals and events or in public space design. Feedback to those applicants from the assessors and the Accreditation Panel allows them to ensure that next year they can work on improving their areas of relative weakness.

It is also true to say that, as perhaps might be expected, Purple Flag holders have been universally strong on the areas of 'customer care' (policing, street pastors, strategy etc.), but the picture is a little more mixed in the more challenging areas of diversification of user and uses, later night transport and design for town centres after dark. Over time, as centres embed their good practice in customer care, it is envisaged that more time and creativity will be given to addressing those areas of each standard where assessors felt individual centres could do more.

In addition to the core business of assessing and accrediting applications for the scheme, in 2011 the ATCM will be embarking on a major campaign to raise the profile of the initiative nationally, and helping Purple Flag winners reap the benefits of accreditation locally. Supported by the Home Office, Diageo and numerous industry bodies, Purple Flag is keen to extend accreditation to all corners of the UK and overseas. We also want to generate interest from the full range of destinations: coastal resorts, market towns, historic centres and industrial towns, as well as larger cities and London entertainment zones.

IN 2011 THE ATCM WILL BE EMBARKING ON A MAJOR CAMPAIGN TO RAISE THE PROFILE OF THE INITIATIVE NATIONALLY, AND HELPING PURPLE FLAG WINNERS REAP THE BENEFITS OF ACCREDITATION LOCALLY. SUPPORTED BY THE HOME OFFICE, DIAGEO AND NUMEROUS INDUSTRY BODIES, PURPLE FLAG IS KEEN TO EXTEND ACCREDITATION TO ALL CORNERS OF THE UK AND OVERSEAS.

(LICENSING MINISTER, JAMES) BROKENSHIRE PRAISED "EFFECTIVE PARTNERSHIP SCHEMES" AS AN EXAMPLE OF "WHAT THIS GOVERNMENT WANTS FROM THE BIG SOCIETY". HE SINGLED OUT PURPLE FLAG AMONGST OTHER SCHEMES AND TOWN CENTRE MANAGEMENT MODELS, CALLING FOR "MORE TAKE UP" OF THESE.

Purple Flag is currently in the process of developing Key Performance Indicators (KPIs) for the night-time economy (NTE) in cooperation with NightMix and Springboard in order to underpin the initiative with a solid evidence base which demonstrates economic & social benefits. This innovative development work is vital to the future of the initiative and breaks new ground in NTE measurement.

ATCM is also looking to establish a new network of professionals in the NTE management field. Over 250 town and city centres have established NTE initiatives as part of their local community safety drive, so effective management of these initiatives is essential. It is ATCM's intention to provide learning and networking opportunities to support these centres' initiatives, encouraging the development of diverse and inclusive evening and night-time economies across the UK.

The support of central government has been invaluable in helping Purple Flag develop and blossom from a bright idea to a reality. Home Office minister James Brokenshire recently stated that the Government plans to be flexible when applying discounts for the late-night levy in its review of the Licensing Act. Speaking at the 2010 Responsible Drinks Retailing Conference, Brokenshire praised the "very effective partnership schemes" as an example of "what this Government wants from the Big Society". He singled out Purple Flag amongst other schemes and town centre management models, calling for "more take up" of such projects.

CONTACT

To receive further details of Purple Flag and night-time economy news from the Association of Town Centre Management, please email Dan McGrath at daniel.mcgrath@atcm.org

WARRIORS OF LIGHT

Sharon Stammers and Martin Lupton from lighting practice, Light Collective, provide some ideas for how 'guerilla lighting' can be used to raise the profile and value of quality public lighting at a time when funds for new major installation programmes are tight and the spotlight is on energy reduction.

It's an environmental and economic war zone out there and public lighting is an easy target. It's the most visible form of energy and it's simple to think that the easiest solution is switching it off in order to make substantial energy and cost savings. In theory this is true: it is simple to create low energy public spaces but all the evidence (and there is lots of it) shows that no-one wants to be in these, so how sustainable is that really? If we create places where people aren't happy to walk or ride their bike, where they don't feel safe or want to stop and talk to their neighbours or ask someone directions in the street, then as designers, planners, councillors, are we really doing a service to society?

Lighting has a valuable role in creating the character of our town and cities after dark - it can play an important role in urban regeneration and recent studies show there are notable financial benefits to towns and cities (in terms of tourism, regeneration and reduced crime and accidents) from improving the lighting of public spaces, buildings and architectural features. Therefore, as well as looking nice and making people feel safer; the economic argument for investment should make it a no-brainer.

However, in both an era of climate concern and reduced resources, lighting within our towns and cities should be undertaken responsibly on a professional and citywide scale. It was with this in mind that at Light Collective we developed our own version of 'guerilla lighting' (a term used to define a range of ad hoc or impromptu lighting displays or 'happenings'). The concept, originally devised while Light Collective partner Martin Lupton was at international lighting practice BDP, is a means to promote this message and raise the awareness of the power of light in the context of urban regeneration.

MULTI-STOREY CAR PARK, MANCHESTER
GUERRILLA LIGHTING EVENT

Guerrilla lighting events are designed to create a platform for debate about lighting in the public realm, often involving the community as well as professionals in order to demonstrate more widely the value of good lighting. The Guerrilla Lighting Manifesto and the website www.guerrillalighting.net embody the movement's principles and is based on the need to ensure that the correct balance is achieved between the benefits of good lighting and responsible use of energy. The manifesto states that:

Not all buildings need or deserve to be lit - strategic approaches to lighting are needed in all urban centres (large and small), whether this is one individual responsible for lighting policy, a well-written masterplan or a panel of experts that control the quality of design and execution of lighting on an urban-wide scale.

Architectural lighting is not a competition - brighter is not better and limits should be imposed and enforced on the luminance of buildings relative to their surroundings.

Poorly designed and installed lighting can be prevented - cities should establish and enforce a minimum standard of quality with the power to impose fines and even removal for non-compliance.

Light pollution is a waste - all cities should invest in reducing light pollution. Existing incidences of light pollution should be eliminated and all new schemes should comply with basic standards (amazingly not all do).

All wasteful use of light can be prevented - many large city centre offices have the lights on all night. Strict control should be imposed on this approach to lighting.

Qualified professionals should design lighting - we believe that lighting should be used responsibly and this responsibility should sit with trained, qualified professionals (but who engage meaningfully with a full range of users).

Lighting is for people - lighting should not be just about the beautification of city centres and their skylines. Everybody deserves well-designed lighting.

While Light Collective continue to champion the Guerrilla Lighting Manifesto, the guerrilla lighting movement started in the UK in 2007 and has spread around the world recruiting supporters and participants in many other countries. Crucially, it has been developed with an 'open source' approach, where its strength comes from the range of contributors (from civic society members to schoolchildren). So far 'missions' have been undertaken in England, Scotland, Northern and Southern Ireland, Finland, Norway, Turkey and the Isle of Man. Light Collective are currently working on events in Singapore, Beirut, Belgium and the USA.

On the very first mission, in Manchester, the aim was to demonstrate the power of lighting to transform unlit sites and create public confidence in the night-time environment. Subsequently, in London, the intention was to raise awareness of the waste of light in what is in our opinion an over-lit metropolis. One of the most successful missions was on the Isle of Man, where the publicity that followed a guerrilla lighting mission prompted the local council to commission a lighting strategy for its main city – Douglas or Doolish if you speak Manx).

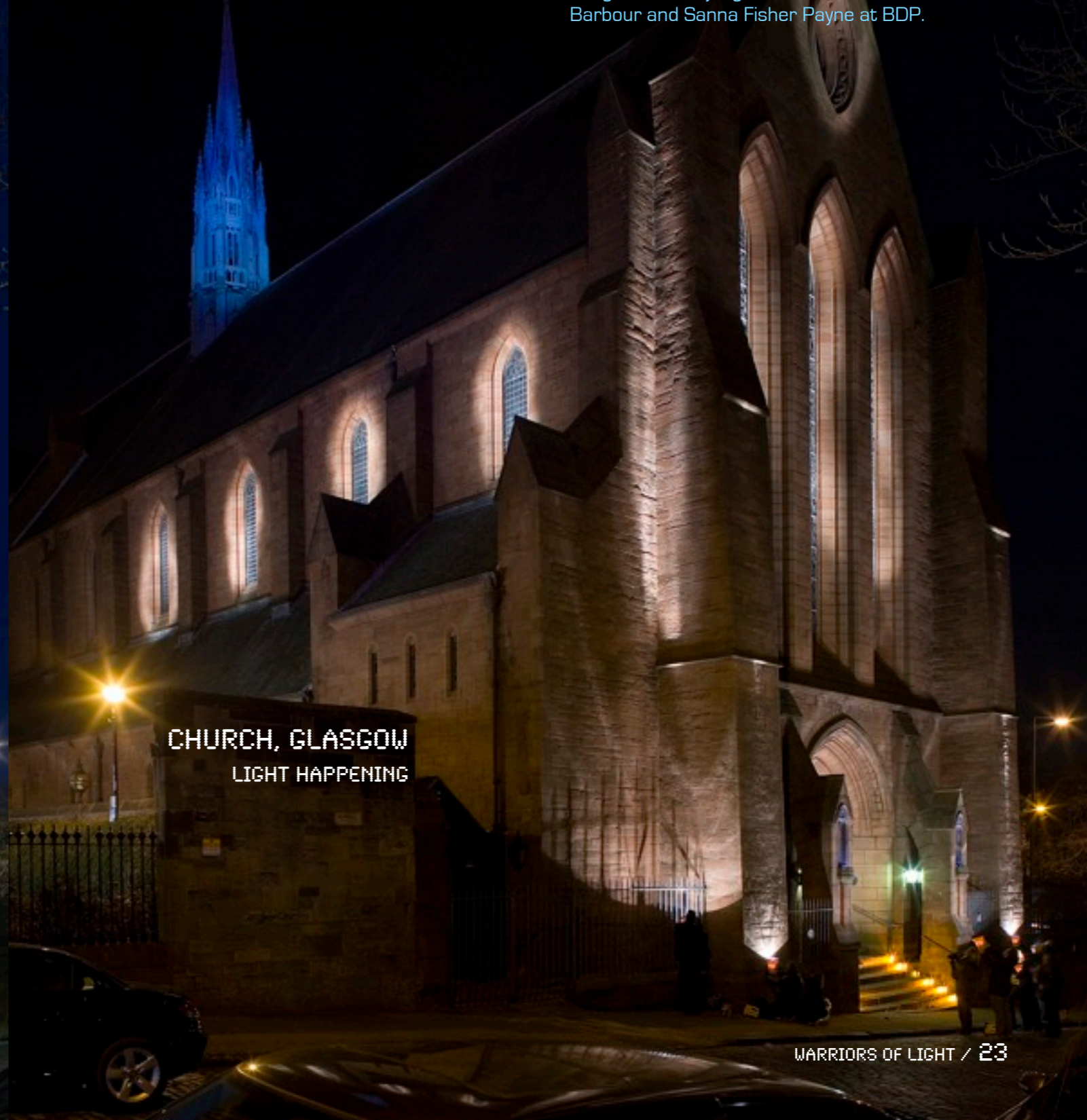
Although appearing spontaneous, the guerrilla lighting events are carefully organised and planned in advance and take the form of temporary lighting to up to seven different sites within a city. The results of the installations are professionally photographed and distributed through the guerrilla lighting web site for all to access – www.guerrillalighting.net. The photographs and the experience of the participants are the two most important elements of guerrilla lighting, with the results being sent to local politicians and media in order to start a discussion and in an attempt to achieve the stated aims of our manifesto.

Guerrilla lighting is a war on bad lighting. Guerrilla lighting is a protest against wasteful use of light, but most of all, guerrilla lighting is about having fun and raising the awareness of the power of light.

CONTACT

To find out more about the work of Light Collective or how to stage a guerrilla lighting event, contact Sharon Stammers at sharon@lightcollective.net or Martin Lupton at martin@lightcollective.net

Images courtesy Light Collective and David Barbour and Sanna Fisher Payne at BDP.



TOWN CENTRE, NEWQUAY
PUBLIC PROTEST AT OUT OF
CONTROL NIGHT-TIME ECONOMY

Newquay is a world-renowned seaside resort. In recent years it has gained the reputation as a 'party town' and has proved particularly popular for teenagers – some as young as 15 – who head to the town in the summer to celebrate the end of their GCSE exams. It also attracts a large number of hen and stag nights alongside traditional holidaymakers and the very important surfing market.

Unfortunately, the partying of some teenagers and hen and stag nights has, on occasion, got out of hand. There were increasing numbers of reports from residents about some of the more rowdy behaviour and, tragically, in 2009 two teenagers died in falls from the resort's cliffs. Another two were seriously injured. In addition to the tragic consequences for the individuals and their families, it also caused distress to local residents who felt that not enough was being done to prevent unsafe behaviour in their home town, a place they are very proud to live in. It wasn't a case of local residents simply being unhappy about noise, crime and anti-social behaviour, although they were increasingly frustrated by this, but, rightly, they didn't want to think that people could come to Newquay end up injured... or worse.

The problems of the town's NTE also attracted a large amount of adverse national publicity at the height of the holiday season, which was damaging for the resort's reputation, businesses and local employment.

It was recognised that something had to be done to improve safety and deal with the impending crisis that Newquay's reputation faced. The local authority, police and other partners, working with Newquay businesses and residents, formed a partnership ('Newquay Safe') to address the issues. While some of what we have done will be familiar to many readers, where our strategy has differed from many other approaches to the NTE is in the level of involvement by local residents and businesses in the development of both the short-term measures and the longer-term vision for the town, meaning that out of adversity we have developed one of the most community engaged projects ever undertaken in the county, if not the country. There is a real sense of everybody pulling together. That is not to say that differences and tensions don't exist, but in having residents and local businesses sitting around the table (literally) means that the actions and delivery of agencies are under unusually close scrutiny, just as agencies' scrutinise the behaviour of licensees. It is a two-way process that we are more than happy to have.

NEWQUAY AND THE NIGHT-TIME 'BIG SOCIETY'

Rob Andrew, Communities Manager at Cornwall Council, and Superintendent Julie Whitmarsh of Devon and Cornwall Police, tell the story of how a very local initiative, driven by a genuine partnership of residents, agencies and businesses, is helping to address negative perceptions of Newquay's night-time economy. If you want to see the 'Big Society' working to create a better place after dark... head west.

NewquaySafe, which we now realise sounds rather limiting given that the project has been a springboard for so much other positive activity beyond safety (such as community engagement, visioning and youth activities), is an overarching framework of individual projects. These include:

Community plan and long term vision - Newquay Town Council is leading work to produce a community-based and community owned 'Parish Plan' for the town: www.newquaycommunity.co.uk. Crucial to this is the successful shaping and longer-term management of the night-time economy, its diversification and sustainability. Very few town or parish plans even consider the NTE, but for Newquay it will sit alongside other key strands in the plan such as tourism, business, and the built environment. This is because it is both affected by these allied strands and in turn can have a major (positive or negative) impact on them.

Communications and marketing action continues to reassure residents and visitors that the town is a safe place to live and visit. Newquay is also partnering with Drinkaware, the national charity that provides facts on alcohol, and together we are working to deter 'parent dealing' (i.e. where parents supply alcohol for teenagers in the misguided impression that it is better to know where they are getting their alcohol from than not) and promote sensible drinking amongst young people.

Exodus is a scheme that offers 16 and 17 year olds discounted transport and entry to alcohol-free nights in top clubs, supported by trained youth workers. During the early part of the summer there are events on six nights of the week and the partners believe the principles can be applied at appropriate times throughout the year. Those who sign up to the scheme are given wristbands allowing them discounts for a range of leisure activities including surfing, karting and boat trips.

The partnership's work with Drinkaware extended last summer to 'chill-out' sessions at a local cafe, Fistral Blu. These offered teenagers discounted meals and free access to facilities including the internet and mobile phone charging, while literature was handed out that provided safe drinking messages in an age-appropriate way.

High profile policing was adopted for summer 2010, deploying officers in a higher profile public role, linked with a robust approach to on-street drinking and inappropriate public behaviour. Operation Brunel is a high profile police operation to 'meet and greet' visitors arriving by train, ensuring that, in particular, hen and stag parties and groups of young people are aware that the police are present and while they are friendly and courteous, no doubt is left that high standards of behaviour are expected.

Coast Safe is led by a local councillor and his wife. They visited schools in the Home Counties (where many of the GCSE students travel to Newquay from) and provided training to over 8,000 students, raising awareness of coastal safety, including the premiere of a film produced by students from a local school.

Street Safe is Newquay's version of similar schemes around the country, where a team from a range of agencies comes together (including police volunteers) in a central venue who provide early intervention to prevent minor incidents from escalating. The team offer assistance for people who have minor injuries or other issues such as directions, lost friends, reporting lost or stolen items. This limits the call on more expensive resources, e.g. paramedics and ambulances. However, crucially, we see this as a short-term measure; a sign that we haven't yet addressed all our

challenges. In a sense it has become a 'key performance indicator': when we can close this facility we know we will have made major progress in changing behaviour in the town.

Accommodation Safeguarding is a way of improving the safety of those young people who stay in 'surf lodges' outside of traditional regulatory arrangements and sited in residential areas. Licensing, planning, fire service and the local safeguarding children board have developed a joint enforcement programme which ensures that all operators of these venues are fully aware of their responsibilities to their guests, particularly around alcohol and behaviour, as well as to residents. The production of a leaflet Safeguarding for accommodation providers proved key to raising their awareness of their responsibilities in protecting children and young people staying in the town in summer 2010.

My A'th Kar Newquay ('I love Newquay' in Cornish) is a social enterprise facilitated by Newquay Safe bringing local young people and artists together to develop public art to enhance the town. It was important that while the focus of Newquay Safe was initially on the f visiting young people, it was also vital that local young people are able to make a positive contribution to the future success of the town.

Building community capacity on the back of Newquay Safe has enhanced the ability of residents' groups not only to take part in influencing the direction of the NTE, but also to move on to playing a greater role in shaping their neighbourhoods and the future of the town as a whole.

A **Business Improvement District (BID)** is being developed which, though encompassing the whole town will feature strong input from local night-time economy businesses, something unusual for a BID in a smaller location.



FISTRAL BEACH, NEWQUAY
EVENING SURF EVENT

While there is still more, indeed much more, to do in creating a more diverse and inclusive after dark Newquay, the projects within Newquay Safe are clearly working to deliver their initial aims. Overall, anti-social behaviour and alcohol-related crime is on a downward trend and during the peak summer months, crimes committed by or against 16 to 17-year-olds, fell by nearly half in 2010.

What is crucial is that everybody in Newquay: from residents to the police; the council to pubs, bars and holiday camps had to take a long hard look at what they wanted Newquay to be, particularly after dark. From this process there are lessons that we think we can pass on to others who might be facing similar challenges and opportunities:

Face up to the issues: be proactive not reactive. We probably could have acted earlier. But without the tragic events of 2009 we would not have had the 'trigger point' that galvanised everyone to work together. Partnership has become a public sector cliché, but when done properly, in an open and trusting way, change happens and happens faster.

Quick wins are often cheap. The majority of actions have not cost a great deal - crucial at a time when funds are in short supply. They are about working together and being prepared to do things differently.

Think big. Addressing challenges with the NTE can become a catalyst to delivering something much greater. It's not simply about sorting out crime and public safety, important though these are. Think big! Think Big Society even! When we dug down into the issues, we realised that some of our thinking was outdated - often fragmented, reactive and top-down. We came to see this not just a problem of damage limitation but also as an opportunity to create a community-led vision for the future of the town, which would address the day as well as night, visitors and tourists, public services as well as the public realm.

All NTEs great and small. Planning and managing the NTE is not just for large towns and cities. Having a (locally appropriate) approach to the NTE, and where possible integrating the NTE into a range of other plans and strategies, applies to coastal resorts or market towns as much as it does to Liverpool or Birmingham (albeit at a different scale).

A sprinkling of best practice. It might be because we are a long way from the majority of NTEs or perhaps because some of our problems are quite different, but for a number of reasons, we didn't really import many ideas from elsewhere, although we tailored a small number of useful external initiatives. We don't claim to be great innovators but for us the bias towards local solutions has been at the heart of our success.

CONTACT

If you would like to know more about the project or arrange a visit to see the town in action, contact either Rob Andrew at Cornwall Council r.andrew@cornwall.gov.uk or Superintendent Julie Whitmarsh, Devon & Cornwall Police julie.whitmarsh@devonandcornwall.pnn.police.uk.



MAKE

MAKE Associates are town and city centre development specialists and the UK's leading practitioners in planning and managing the night-time economy. We work to create safer and more successful centres after dark but also develop town and city centre strategies, provide visitor research and work with partners on masterplans, economic and leisure-retail studies, destination management and urban branding. Our work also encompasses crime analysis, licensing evidence and alcohol strategies.

At the heart of all our projects is the genuine and meaningful involvement of public agencies, residents, businesses and visitors, a commitment to robust research and imaginative ways of changing town and city centres for the better.

TBR

TBR is a leading provider of economic research and strategy to the professional and public sectors. TBR's clients include government departments, regional and economic development organisations, local authorities and firms needing deep insight into pressing economic questions.

At the heart of TBR's analysis is its own unique TCR database. TCR is an incredibly rich data toolkit, containing information on local and national economic performance, business activity, and ownership on an individual firm basis. TCR has been built up seamlessly since 1996 and is today one of the foremost sources of insight the UK

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NEXT ISSUE

In the next issue: The NightMix Index 2011 – where is your town in this year's rankings? Also National Doorwatch, Best Bar None, designing and planning for the night-time economy, Drinkaware and social norms, a developer's perspective on the NTE and... if you get in touch... your contribution (see below).

GET IN TOUCH

If you would like to contribute an article about your project, research or policy area to a future issue of After Dark please contact Alistair Turnham at alistair@makeassociates.com / 07515 369039

CANAL, BIRMINGHAM
GUERILLA LIGHT INSTALLATION