

Local alcohol partnerships

CASE STUDY: Bournemouth, Urban Shift



The rapid growth of the licensed trade in the 1990's, together with an over capacity of bed space leading to attractive rates for incoming groups (golf, stag, hen), led to a significant deterioration of the image and perception of Bournemouth as a quality resort. To tackle this issue a strong partnership between public and private sectors was built, tasked to consider every aspect of the operation of the town at night and its future development. Now in its seventh year, the partnership has made real gains in the reversal of the negative perceptions and is building a quality image of the town, with the benefits for all stakeholders, as a result of a growing and successful night time economy.

The resort has a sound base for the night time economy:

- Around 4 million night visits and 4.5 million day visitors per year
- More than £450m in visitor spend
- Over 50 core town centre bars pubs and clubs
- Providing over 40,000 licensed capacity
- Employing over 5000 full time equivalent employees

The partnership initially developed a core strategy which was set out in the Bournemouth Quality Nights Initiative (first produced in 2006) with the following key objectives:

- Reduction of crime and anti social behaviour
- Improving and promoting the image of the town
- Encourage close partnership working, especially with the trade
- Creating a strong future for the resort.

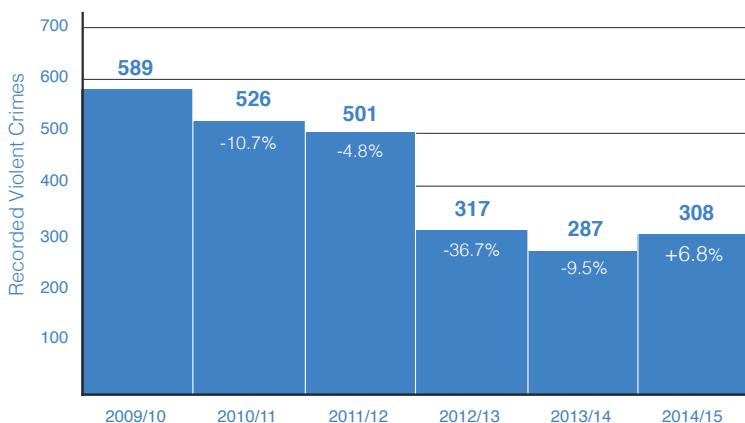
As part of the process an agreement was reached between the bars and clubs, and the local authority, to jointly fund a new position of Night Time Economy Co-ordinator, tasked to manage existing schemes and strategies and to implement new ones. Since 2007 the new tasks have included:

- Setting up and co-ordinating a Best Bar None scheme (running every year since 2008)
- Establishing a night transport offer with bus partners (24hrs on Thursday/Friday/Saturday)
- Growth and development of Town Watch as a key trade body
- Building and maintaining a strong relationship between all stakeholders
- Participation in the Alcohol Harm Reduction Strategy
- Initialising and maintaining the Purple Flag scheme (awarded in 2010)
- Participation in night related events and the management of Light Night (every year since 2009)
- Initialising and managing the Bournemouth by Night Project and the subsequent Bournemouth by Night 2 consultation (see below)

With strong participation across all stakeholders the partnership was delivering change, but still needed to have a better understanding of how the town worked and how more improvement could be made. In 2011 the trade body set out terms for a full consultation and in 2012 awarded the work to Feria Urbanism, again jointly funded by the trade and the local authority. The 'Bournemouth by Night' report produced 42 recommendations which along with the Purple Flag audit now forms the stratagem for a new overseeing group, the Night Time Economy Strategy Group. This is chaired by the Borough Executive Director for Environment and Economy and attended by senior Councillors, Police, Health, Trade representatives and appropriate council Directors and Officers. The work of this group is managed by a status report with agreed priorities and considerable progress continues to be made. This work is extending the breadth of the original aims raised in 2006 to challenge the trade to continually improve the offer and to encourage Bournemouth NTE businesses to be at the for front of destination development in the evening and night sector. The trade then funded a second consultation 'Bournemouth by Night 2', to consider how to grow the market and reduce the need to chase the late pound – the report was finalised in April 2015 with action points that are now being processed. For more information on either report either contact Jon Shipp or Feria Urbanism direct, details below.

Data

The number of recorded violent crimes in Bournemouth Town Centre between 9pm and 6am on Friday and Saturday nights.



Consecutive falls from 2009 to 2014 have now levelled out – the NTE Strategy Group with senior police representation will manage the results - there is a desire to prevent any further increase, and to drive existing projects aimed at further reduction of this key data.

This is supported by the latest Public Health figures showing a decrease in assaults of 44 for Bournemouth and 12 for Dorset for the period January-March 2014 – 2015, based on the Cardiff Model.

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Further Information

Best Bar None:

www.bbnuuk.com

Purple Flag:

www.atcm.org/programmes/purple_flag/WelcometoPurpleFlag

Bournemouth Quality Nights Initiative:

For information on, or a copy of, the BQNI please contact Jon Shipp at the above address.

'Bournemouth by Night' information:

www.feria-urbanism.eu

Economic data – South West Research Company for Dorset For You – Sandbourne Study 2012 (Bournemouth by Night)