

# Local alcohol partnerships

## CASE STUDY: Nottingham



Back in 2005 Nottingham was subject to negative media presentation and public perception particularly around crime and disorder and the night time economy. Until 2009 policing in the city was largely reactive with challenging levels of violent crime, street drinking, begging and rough sleeping and there was no co-ordinated partnership approach to the night-time economy in the City.

By 2009, Nottingham had become a Beacon City for its work on managing the night-time economy and went on to achieve Purple Flag status the following year, which it has successfully retained every year since 2010. But prior to this, a number of important partnerships were put in place which proved instrumental in the transformation of Nottingham's image and the management of its night-time economy:

- In 2006, Nottingham City Council began to work towards a Business Improvement District (BID) with a difference – a Leisure BID with a specific focus on the night-time economy, which meant that only the licensed premises in the BID area would pay the required levy. The Nottingham Leisure BID received a 75% "YES" vote in autumn 2007. With the additional investment in the city which this created, the Leisure BID set about achieving a cleaner safer city for visitors, employees and residents. At the beginning of 2013, the Leisure BID and the Retail BID merged and the resultant Nottingham BID continues to provide high standards of cleanliness, improved transport and parking, and continued safety measures across the city centres, such as taxi marshals, street ambassadors and street pastors.

### [The Nottingham BID Delivery Plan recognises the importance of the night-time economy to Nottingham:](#)

"Bars, pubs and clubs play a vital role in Nottingham's city centre economy. Together with projects such as taxi marshals and street pastors, the BID retains a specific focus on licensed businesses to give them a voice and help them promote responsible drinking."

- In 2007, council funded service - Community Protection, formed a partnership with Nottinghamshire Police's City Division; moving a significant number of staff into police buildings. Encompassing a range of police & council functions, the partnership includes: Antisocial behaviour teams, Community Protection Officers, Taxi Licensing, Alcohol Licensing, Trading Standards, On-Street Prostitution Team, Food and Health & Safety, Youth Issues Team, Dog & Pest Control, CCTV, Noise & Pollution Control, Parking Enforcement and Community Cohesion. This partnership is the only one of its kind in the country with an integrated management structure and sees criminal and civil enforcement functions working as one team to tackle antisocial behaviour and crime.
- In 2008, Best Bar None was introduced for licensed premises, and the awards have continued ever since, maintaining high standards of management and service;
- In 2010, the Street Pastors initiative was also launched in Nottingham, adding further to the welcoming and safe ambience of the city. Representing nine different churches, the scheme is supported by the night-time economy team, the city centre management, the BID, local businesses, licensees, the local authority and the police.

Police crime figures currently show that all crime in the city centre is 5.5% down on last year, with anti-social behaviour decreasing by over a third on last year. Footfall in Nottingham is 1% up on 2012 and is consistently outperforming other major towns and cities in the East Midlands.

"Partnership working in Nottingham has been greatly assisted by the existence of a Business Improvement District (BID) in the city centre. Since it was first established in 2008 the BID has facilitated a number of effective and beneficial initiatives.

Through the combined efforts of the licensed trade, Nottingham City Council, Nottinghamshire Police and other stakeholders we have seen the introduction, amongst other things, of street pastors, taxi marshals, and a Best Bar None Scheme. The city centre was also awarded Purple Flag status in 2010 which has been retained on subsequent assessment.

A measure of the success of partnership working in Nottingham city centre can be seen in the significant reduction in violent crime. The City Division has seen a 24% reduction in violence over the last year and a 38% reduction over the last 5 years. Levels of violence within the five city centre beats are at their lowest since 2010.”

David Lucas, Chair of the Nottingham BID Licensing Advisory Group

Good local partnerships have been the bedrock of Nottingham's success for a number of years now, and continue to yield impressive results.

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## Contact

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### **Alison Farrell**

Operations Manager

Nottingham BID

e-mail: [info@nottinghambid.com](mailto:info@nottinghambid.com)

web-site: <http://www.nottinghambid.com/>