

<b>Institution: University of Westminster</b>
<b>Unit of Assessment: UoA 16; Architecture, Built Environment and Planning</b>
<b>Title of case study: The Night-Time Economy in Town and City Centres</b>
<p><b>1. Summary of the impact</b></p> <p>Summary of the impact (indicative maximum 100 words) The University of Westminster carried out research which made a major contribution to the development of the Purple Flag scheme. This government-backed scheme accredits night-time town and city centres that reach a benchmarked standard of good management. Better managed night-time town and city centres provide multiple benefits for businesses and visitors in terms of the promotion of partnership working; reductions in crime and violence; increased diversity of offer; increased accessibility and a rise in footfall. The University's research also had a more diffuse impact with regard to raising awareness of the environmental dimension of an expanded night-time economy.</p>
<p><b>2. Underpinning research</b></p> <p>The research was initiated by an approach to the University by local residents in Westminster in 2000, who were troubled by the impacts of late night disorder in London's West End. The context was the expansion in youth oriented bars and clubs from the late 1990s onwards. The Licensing Act 2003 (implemented November 2005) and '24 hour drinking' drew much comment from the media about binge drinking and crime and disorder.</p> <p>The research underpinning the impacts claimed was carried out in several projects. As Prof Roberts was PI for all, each informed the other. Co-researchers were all drawn from the University of Westminster. The first project (2001-2002), with Dr Turner, was a study of night-time activities in Soho. This study used an innovative method of time-lapse video recording to demonstrate that the negative externalities associated with increased night-time activities were caused by the sheer volume of people and vehicles involved.</p> <p>The second project (2002-2003) was a study of entertainment districts in London, Berlin, Copenhagen and Dublin with Dr Turner (until University 2003), Prof Bailey, Prof Osborn and Steven Greenfield. Here a key insight was the importance of taking a holistic approach to planning and licensing for the night-time economy.</p> <p>The third project focused on good practice in the management of night-time city centres (2003-2006). The Civic Trust administered the project under the Special Projects Scheme, for the Office of the Deputy Prime Minister (ODPM). The Civic Trust commissioned the University of Westminster to carry out four separate studies. A national survey of evening and night-time activities in England (2003), with Dr Gornostaeva (until 2004), highlighted the number of local authorities experiencing problems with their night-time economies and others looking for expansion. The other three studies were undertaken with Dr Eldridge. A survey of national and regional operators (2004-2005) combined with the 'Hotspots' research (2005) which investigated operators and partnership working in five selected towns in England whose night-time economies were regarded as problematic, directed attention to the importance of partnership working and the barriers to its smooth operation, in particular divisions between licensees. A need for sharper intervention on the part of government was also shown. 'After Dark: Perceptions of 'Going Out' in Town Centres at Night' (2006) was a focus group study in another five locations with reluctant and/or non-participants in night-time economy. This highlighted the importance of the availability of transport, a diversity of food and drink offer, live entertainment and 'cultural animation' such as free festivals to attract people out. The ODPM also commissioned a desk-top study of best practice in management in the night-time economy (Prof Roberts). This review demonstrated the extent of partnership working and detailed best practice.</p> <p>Prof Roberts acted as a Specialist Adviser to a House of Commons Select Committee (see</p>

ODPM: Housing, Planning, Local Government and the Regions Committee *The Evening Economy and the Urban Renaissance* Twelfth Report of Session 2002-03 HC396-1) and its follow-up session in 2004-05 (HC456). Research associated with the Committee highlighted problems and best practice.

### 3. References to the research

Roberts, M & Turner C (2005 ) Conflicts of liveability in the 24-hour city: Learning from 48 hours in the life of London's Soho *Journal of Urban Design*, 10, (2) pp.171-193. .[International Refereed Journal Article] Drawn from : *Living the Urban Renaissance: Is the 24 hour City and Urban Philosophy for the 21<sup>st</sup> Century?*. Prof Marion Roberts, Dr Chris Turner (University of Westminster). Funded: Leverhulme Foundation (Pilot Project no. F/00/439/B (2001-2002) (£14,500).

Roberts, M. & Gornostaeva, G. (2007) The Night-Time Economy and Sustainable City Centres: Dilemmas for Local Government *International Journal of Sustainable Development and Planning*, 2(2), pp.1-19.[International Refereed Journal Article] Based on National Survey of Local Authorities for the Civic Trust/ODPM (£6,700).

Roberts, M., Turner C, Greenfield S & Osborn G. (2006) A Continental Ambience? Lessons in Managing Alcohol Related Evening and Night-time Entertainment from Four European Capitals, *Urban Studies*, 43 (7), pp.1105-1125. .[International Refereed Journal Article] Project funded by Institute of Alcohol Studies (£28,670).

Roberts, M. & Eldridge, A. (2007) Quieter, Safer, Cheaper? Planning for More Inclusive Town Centres at Night *Planning Practice and Research* 22(2): 253-266. [International Refereed Journal Article] Based on 'After Dark: Perceptions of Going Out in Town Centres at Night' for the Civic Trust/ODPM (£28,000).

Eldridge, A. & Roberts, M. (2008) A comfortable night out? Alcohol, drunkenness and inclusive town centres *Area* 40 (3): 365-374 [International Refereed Journal Article] Based on 'After Dark: Perceptions of Going Out in Town Centres at Night' for the Civic Trust/ODPM (£28,000).

Roberts, M. & Eldridge, A. (2009) *Planning the Night-time City* Abingdon: Routledge (ISBN10:0-415-43617-6(hbk) 0-415-431618-4 (pbk) [Book] Based on all the projects cited in Section 2 and a further research project funded by the Institute of Alcohol Studies on the impact of changes in licensing legislation 'Diversity, Dispersal and Democracy: Impacts of the Licensing Act 2003' (£26,000) together with extra investigations funded internally by the University of Westminster.

### 4. Details of the impact

The University of Westminster's research has contributed to significant improvements in the management and experience of the night-time economy in England and Wales and hence to social, economic and environmental sustainability.

The Purple Flag scheme was directly informed by the University of Westminster's body of research on the night-time economy and good practice in the management of night-time city centres. Purple Flag accreditation provides a 'badge' of quality for local authorities and their partners in other public and private local agencies in managing the night time experience. The research demonstrated that more people would go to town centres in the evening and at night if centres were more accessible, had less anti-social behaviour and offered more choice with regard to places to eat and drink, live performance and festivals and highlighted best practice with regard to their management through partnerships.

Paul Davies of the Civic Trust drew extensively on the University's research in *NightVision, the final report* for the Special Project, in 2006 (see section 5). Pages 101-103 demonstrate that the University of Westminster's research comprised four of the seven studies. The findings were

**Impact case study (REF3b)**

reinterpreted and repackaged as assessment criteria and evaluation methodology for Purple Flag scheme. The Purple Flag web-site refers to the research undertaken for the Special Project as the 'Civic Trust research' as underpinning the Purple Flag criteria. The scheme, administered by Paul Davies, is currently hosted by the Association of Town Centre Managers (ATCM) and is backed by central government. At the time of writing thirty six town centres in thirty-five local authority areas have achieved Purple Flag status.

The University of Westminster research has therefore had a demonstrable impact on the environment of night-time town and city centres. This impact does not only relate to the introduction of a new policy instrument, but has also been acknowledged by businesses and individuals. To illustrate, a study commissioned by Purple Flag found economic benefits from accreditation. These include a 13% increase in footfall in comparison to other similar places, in the context of the night-time economy having a value of £6.6bn p.a., employing 1.3m people and producing 27% of town and city turnover. Purple Flag accredited centres enjoy a raised profile and an improved public image, wider patronage from different social groups, lower crime and anti-social behaviour and a more successful mixed-use economy.

The output of the desktop study (see Section 2) influenced policy and practitioners. This report, following a rigorous process of peer review by the ODPM, Home Office and Department of Health, was sent out by the ODPM to all local authorities in England and Wales in 2004-5. The report continues to be cited in national and local authority policy documents, for example, the *Secured by Design* guidance for licensed premises seeks 'to build on the knowledge base established in the publication' (p.2) (see Section 5 for reference) and examples drawn from the report are cited by Wickham, M. (2012) *Alcohol Consumption in the Night-time Economy* GLA Economics. The identification of best practice continues to be relevant to the conduct of professional work in managing the night-time economy.

The University of Westminster research has had an international impact on practitioners and professional services. The Alcohol Advisory Council for New Zealand called attention to the local authority survey in their comments on the masterplan for rebuilding Christchurch ([http://www1.ccc.govt.nz/council/agendas/2011/october/cnc13-12th/22079\\_AlcoholAdvisoryCouncil.pdf](http://www1.ccc.govt.nz/council/agendas/2011/october/cnc13-12th/22079_AlcoholAdvisoryCouncil.pdf) (doc 15.09.2011). Vienna City Council is disseminating the innovative methods used in the Soho study (see Section 2) to a wider audience of practitioners in guidance for public space design (See Section 5 Item 8).

Prof. Roberts contributed to legislative change. Some recommendations from the Select Committee reports have since been incorporated into statute, for example a late night levy on operators in centres with high levels of crime and disorder (Police Reform and Social Responsibility Act 2011). Prof Roberts, together with other experts contributed expertise to the Joseph Rowntree Foundation backed campaign 'Object' to redress an unintended consequence of the Licensing Act 2003, including an appearance on a Channel 4 documentary (*Dispatches: The Hidden World of Lap Dancing*, 6.10.2008). The campaign was successful and the Policing and Crime Act 2009 gives local authorities powers to control lap dancing on licensed premises. The House of Lords Library requested a copy of the University of Westminster research on the impacts of the Licensing Act (see S.3).

The research has contributed to public debate, Prof Roberts participated in a discussion about hen parties on *Woman's Hour*, (BBC 14.6.2013, 3.5m listeners) and community activists and politicians in Westminster have disseminated the findings locally.

**5. Sources to corroborate the impact**

The following sources list 5 points of reference where the impact of this research can be demonstrated and 4 individuals who can corroborate our work from different perspectives and user groups:

1. Roberts, M. (2004) *Good Practice in Managing the Evening and Late Night Economy; A*

**Impact case study (REF3b)**

*Literature Review from an Environmental Perspective* London: ODPM.[Report published by government] (sometimes cited as ODPM 2004)

2. Davies, P. & Mummery H. (2006) *NightVision: Town Centres for All* London: The Civic Trust. (see pp 101-103 for corroboration of studies listed in Section 2.)

<http://www.purpleflag.org.uk/index.php>

3. Secured By Design (website): *Licensed Premises*

[http://www.securedbydesign.com/pdfs/SBD\\_Licensed\\_Premises\\_110405.pdf](http://www.securedbydesign.com/pdfs/SBD_Licensed_Premises_110405.pdf)

[Accessed 7.12.2012] (p.2)

4. *Funktions- und Sozialraumanalyse Raumerfassen - Überblick und Wegweiser zu Funktions- und Sozialraumanalysen für den öffentlichen Raum* published by the Municipal Department 18, City Council of Vienna.

5. Roberts, M. & Eldridge, A. (2007) Expecting 'Great Things'? The Impact of the Licensing Act 2003 on Democratic Involvement, Dispersal and Drinking Cultures.

<http://www.ias.org.uk/resources/ukreports/cci/cci-0707.pdf>

Contact details are supplied separately of two policymakers, one each from central and local government, and two consultants, who can corroborate impact:

6. Head of Urban Policy Support, Department for Communities and Local Government, Eland House, Bressenden Place, London SW1E 5DU.

7. A Councillor, Chair of the Licensing Committee, Westminster City Council, Victoria Street, London SW1.

8. Night Time Economy Consultant to the Association of Town Centre Managers.

9. A consultant from MAKE Associates, (formerly employed by Erskine Associates)