

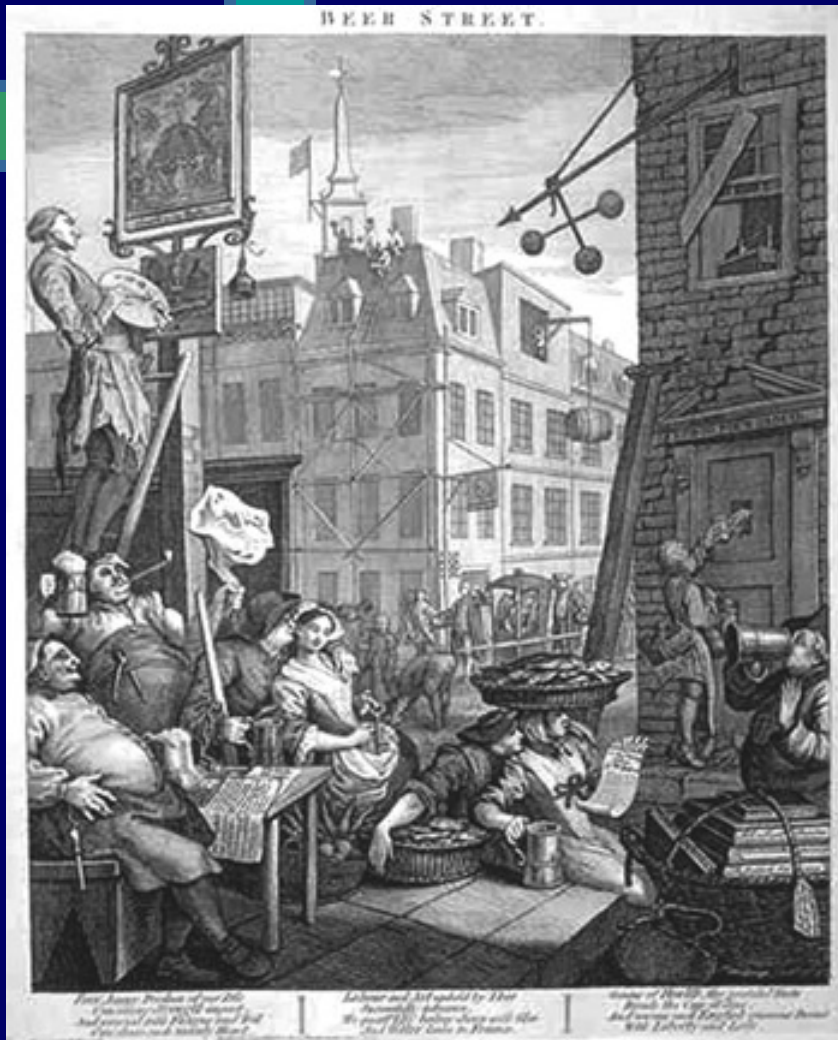
MANAGING THE EVENING AND NIGHT TIME ECONOMY

A DEVELOPING AGENDA



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LINCOLN BUSINESS IMPROVEMENT GROUP



First Drink law 616ad

Gin Craze – 147 Million
Gallons drunk in 1740

Rum in the navy

17th Centaury Hooligan s

18th Centaury Yobs

**THE BRITISH GETTING DRUNK IS
NOTHING NEW !**

SO WHATS THE DIFFERENCE NOW?





HIGH ST - MYCHESTER 1990



**YATES, LN1, EDWARDS, WALKABOUT, SCREAM, SLUG AND LETTUCE,
RAT AND PARROT, REVOLUTION, WETHERSPOONS, VARSITY, PO NA NA,
BAR-MED, LLOYDS NO 1, THE CELL,
O'ROURKES, LUMINAR, HOGSHEAD,
WETHERSPOONS-AGAIN, CHICAGO ROCK
TGI FRIDAY**

THE EVENING ECONOMY - WAS

- Small pubs
- Restaurants
- Wine bars
- Bingo !



THE EVENING ECONOMY IS

- Superpubs
- Cinema
- Fast food
- Stylised towards 18-24 year olds
- Dominated by big brands



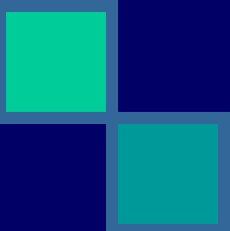

THE EVENING ECONOMY IS

- BIG BUSINESS
- BIG INVESTMENT
- BIG EMPLOYMENT





BIG BUSINESS


- 
- £1200 per head on leisure activity
 - £20 Billion a year drinks industry
 - Two thirds in pubs and bars
- 



- **20% increase in establishments**
- **200% increase in capacity**



EMPLOYMENT

- 1.96m people in Hospitality
 - 5% year on year growth
 - 20% of UK part time jobs
- 

Fuelling Change



- Attitudes to alcohol
- Working patterns
- Leisure time
- Leisure spend



BINGE DRINKING

- 23% of adult males and 9% of adult females engage in binge drinking
- 5.9 million people !
- UK death rates due to intoxication have doubled in 20 years
- 29% of alcohol related deaths are from injury – mainly in 16 –34 year olds



- Alcohol misuse is closely linked with anti social and violent behaviour
- 30% sexual offences
- 50% of street crimes
- 70% of A&E attendance between midnight and 5am

DEREGULATION PRESSURES



- 3 pubs a week are closing
- Alcohol Disorder Zones being introduced
- Internet - New ways to socialise
- Reducing alcohol related harm strategy

AND ITS ONLY HAPPENING IN LINCOLN !



A BIG HEADACHE ?



- NO STRATEGIC PLAN
- NO MANAGEMENT PLAN
- NO LAND USE PLAN
- NO DIALOG

LINCOLN EVENING ECONOMY STRATEGY





ESTABLISHING A STRATEGY

FIRST ATTEMPT 1998
SECOND SEMINAR 2000
REGULAR MEETINGS 2001
LINCOLN BID 2005

...our aims

To give everyone in Lincoln city centre a quality experience through raised levels of service and management.

To raise the City of Lincoln's profile nationally to encourage more people to visit more often.



Lincoln
Business Improvement
District

LINCOLN BID SERVICE PLAN





Business
Improvement
Districts

A BID Pilot Scheme from ATCM

NEW LEGISLATION MEANS THAT IF THE
MAJORITY OF BUSINESSES IN AN AREA AGREE
TO A BID THEN EVERYONE MUST
CONTRIBUTE





EARLY ACHIEVEMENTS

- RESEARCH/DATABASE
- RADIO LINKS
- REGULAR MEETINGS
- PAVEMENT CAFES
- BETTER DIALOG
- LATE BUS
- DOORWATCH



LINCOLN SAFE IN THE CITY GROUP

LINCOLN BID

SAFE IN THE CITY

PRIVATE SECTOR

LINCOLN CITY COUNCIL
(CCTV)
(PLANNING)
(LICENSING)

LINCOLN POLICE
(POLICE LICENSING)
(AREA INSPECTORS)

COUNTY COUNCIL
(HIGHWAYS)

STREET
CLEANSING

BEAT OFFICERS
PUBWATECH

STREETLIGHTING



EVENING ECONOMY MANAGER

- LATE LICENCING
- TOILETS
- CLEANING
- TAXI RANKS
- ENTERTAINMENT ZONE
- LIGHTING

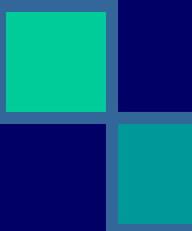
CHALLENGES

- EXPANDING THE PARTNERSHIP
- ENCOURAGING A WIDER RANGE OF ACTIVITY AND USERS
- COMBATING BINGE DRINKING CULTURE
- ENCOURAGING EARLY EVENING ACTIVITY
- BETTER VENUES
- MARKETING
- PROMOTING SAFETY






77% of men and over 90% of women don't binge drink



The truth is that only a minority of Britain's drinkers are binge drinkers - but this behaviour is concentrated in city centres and on weekends, maximising its impact on society.

By contrast, the higher alcohol consumption in Europe is less intense, reducing drunkenness, public order issues and other negative effects of alcohol consumption,"





THE OPPORTUNITY

- 
- A MORE VIBRANT CITY CENTRE
 - EMPLOYMENT INVESTMENT JOBS
 - CULTURE ACTIVITY LIFE !
- 