

# NIGHT VISION

## TOWN CENTRES FOR ALL

*Management and development of the evening economy*

Hannah Mummary



FREE

# METRO



Wednesday, 24th Nov 2004

## 8million problem drinkers



(But many check it makes)

12 Licensing laws

# LEGLSS IN LEEDS

Later this month new licensing laws will come into force that will allow bars to open longer. Great news for them, but what will it do for regeneration? David Blackman went to the UK's first 24-hour city, Leeds, to ask a few of the regulars. Photographs by Tim Foster



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FREE

# METRO



Friday, November 27, 2004

## Hospitals swamped by young drinkers



My friend in London had my liver



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### THE DEVELOPER

The developer... (text is small and partially obscured)



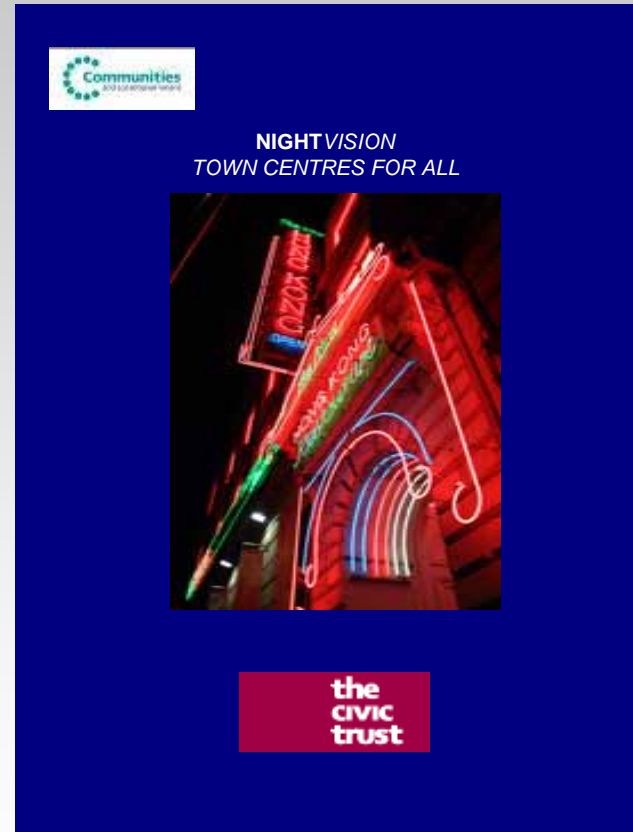
# The Challenge

- Changed consumer lifestyles
- “No go areas” at night for some
- Costs and benefits
- Centres are not performing well after hours
- Public wants change



# NIGHT VISION

- More people would use centres at night if they were safer, more accessible and offered more choice
- A good mix of clientele can lessen intimidation and improve perceptions
- A wider range of attractions and consumers leads to longer term economic viability



# Pilot Projects



# Pilot Projects



# Local Authority Concerns 2003

- Lack of transport 53.0%
- Litter & rubbish on streets 33.7%
- Street fouling 30.3%
- Area feels threatening or unsafe 29.2%
- Noise disturbing local residents 28.1%
- Rowdiness, fighting in the street 23.6%
- Vandalism 15.7%
- Drug dealing 13.6%

# The 5 to 9 Centre Today

Nightclubs and takeaways  
Restaurants, bars and pubs

Taxis

Cinema

Private gyms and leisure centres

Theatre

**Food shops**

**Town centre wardens**

Non-food shops

**Buses**

Libraries

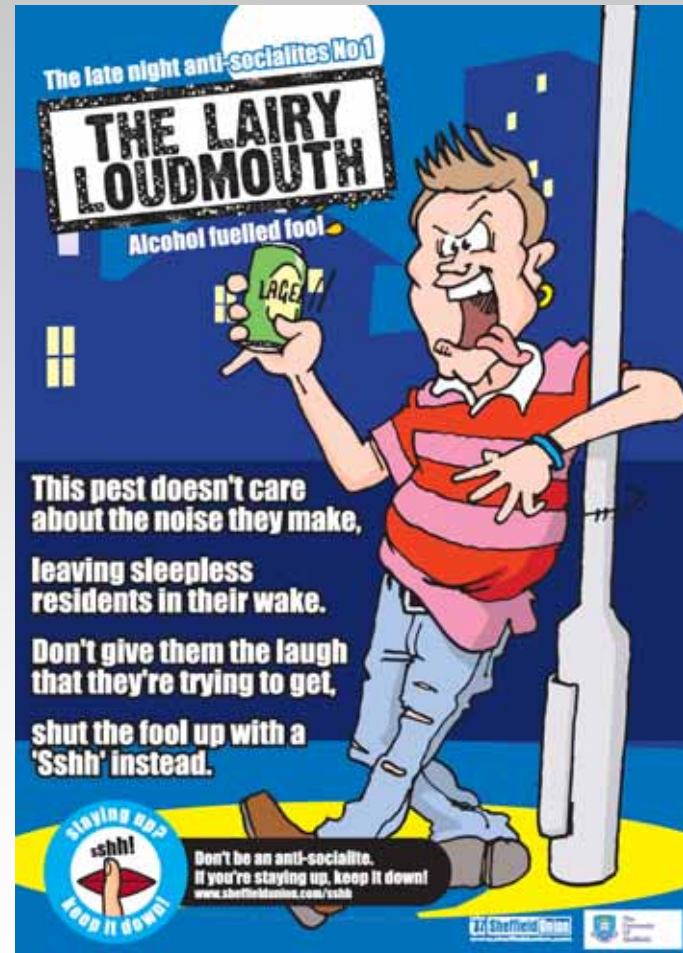
Museums and art galleries

Public toilets



# Local Authorities & Diversity

- Strong concern about alcohol and youth domination 76%
- The barriers:
  - Fear of crime and disorder
  - Lack of transport
  - Poor amenities (e.g. lighting and toilets)
  - Lack of family-friendly venues
  - Lack of choice in restaurants, bars, pubs and nightclubs



# Consumer Aspiration

*18-35s: Would use after 6pm*

- Food shops 87% (10% until 3 am. 8% until 6 am)
- Public transport 85% (32% until 3 am. 33% until 6 am)
- Cafés and restaurants 79% (9% until 3 am. 3% until 6 am)
- Doctors, dentists, opticians 67%
- Sports clubs & leisure centres 61%
- Theatres 58%
- Non food shops 57% (25% until 11pm)
- Music and arts festivals 54%
- Outdoor events 53%
- Banks/Post offices 51%
- Museums and art galleries 46%

# Consumer Aspiration

## *The Missing Market: Focus Groups*

### **Barriers to Going Out**

- Transport
- Policing safety and security
- Style and type of venue
- Childcare
- Cost

### **Aspirations**

- More choice in bars and clubs
- Quieter venues with seating and food
- Neighbourhood pubs
- Family entertainment
- Children welcomed
- Culture, free events
- A place just “to be”

# Operators & Five “Hotspots”

- Corporate dominance
- Confident in the future
- “Rogue operators” are the problem
- Lack of infrastructure making thing worse
- Density & proximity



# Operators & Five “Hotspots”

- Discounting and responsible retailing
- Acceptable levels of misbehaviour?
- Mixed support for partnerships
- Can't pay, won't pay?



# Threat to Town Centres

## *The Trends*

- Visiting the cinema a bit more & eating out much more, but
- Market saturation
- Going out less & later
- Drinking at home
- Visiting the pub less
- Investment to the suburbs
- “One night town centres”
- *Trapped in a declining market?*



# Ten Principles

1. Health & behavioural norms
2. Data and meet “real” consumer demand
3. More choice, innovation and creativity
4. Family-friendly, child-friendly
5. Set new standards of accessibility & services



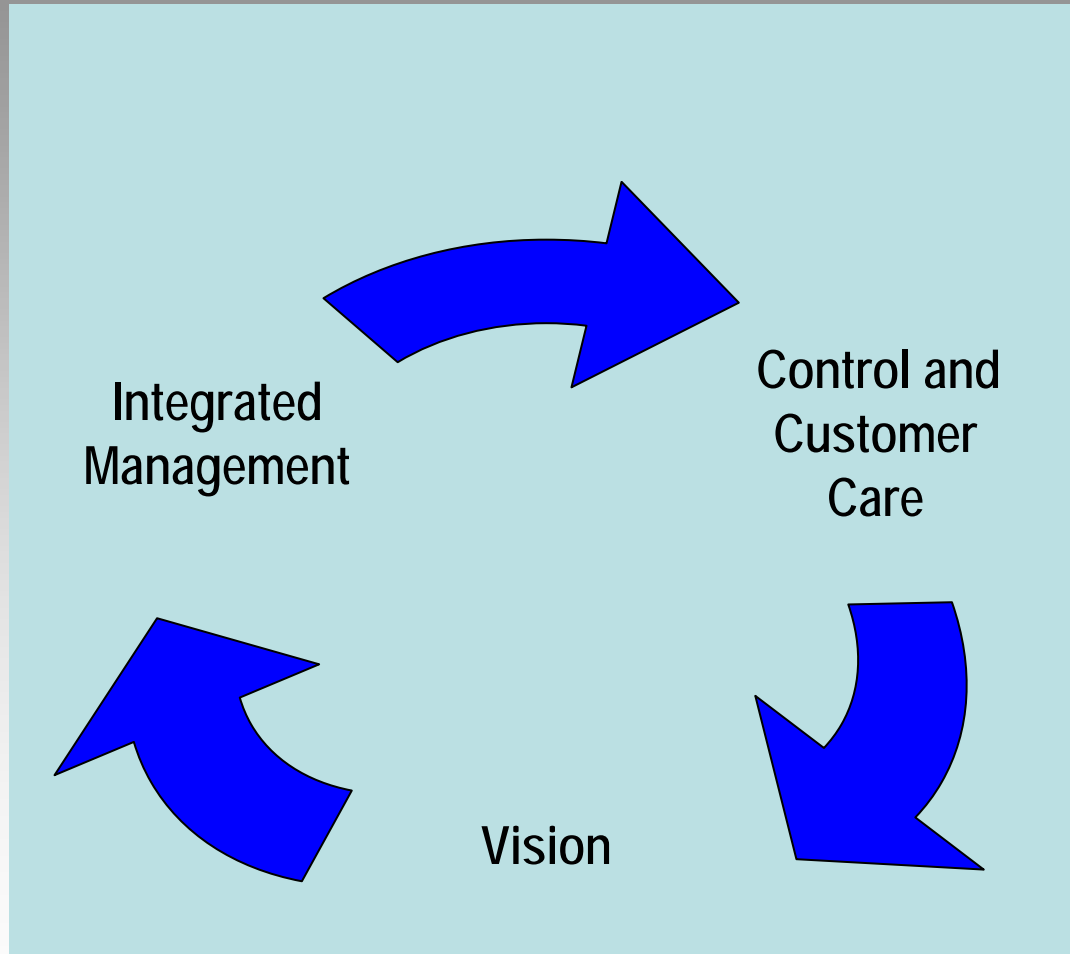
# Ten Principles

6. Transform standards of customer care
7. Positive planning
8. Design out crime, design in delight
9. Promote flexible hours for public buildings
10. Extend shopping & other services





# Three Imperatives



# NIGHT VISION Campaign

## GOOD PRACTICE

Pilot Projects

Good Practice  
Manual

## LEADERSHIP

Promotional Events

Training Course

## STANDARDS

Night *Vision* Design  
Award

“Purple Flag”

# Purple Flag Core Standards

## WELLBEING

Welcoming,  
clean and safe

## MOVEMENT

A secure pattern  
of arrival,  
circulation and  
departure

## APPEAL

A vibrant choice  
and  
a rich mix of  
entertainment and activity

## PLACE

A stimulating  
destination  
and a vibrant place

# Wellbeing

## 1. Control & Customer Care

- Policing, surveillance & care
- “Creative licensing control”
- Pubwatch/Citysafe
- Responsible merchandising by licensees

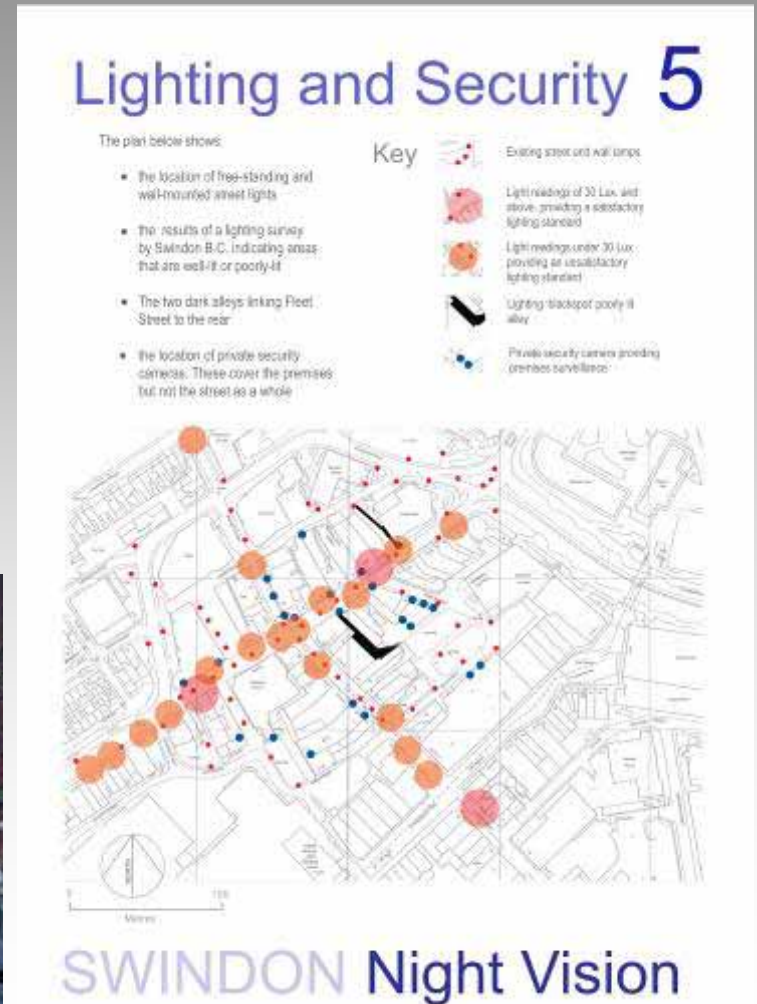


*“Negative publicity is killing us” (Operator)*

# Wellbeing

## 2. Clean and Safe

- Lighting
- Cleansing & toilets
- Street design/COPS
- Civic Watch



# Wellbeing

## *3. Welcoming to All Ages*

- More variety in bars and clubs
- Quieter venues with seating and food
- Family entertainment
- Children welcomed
- A place just “to be”

# Movement

## *1. Affordable, Safe Late Night Transport*

- Comprehensive movement strategy
- Dispersal policy + licensees

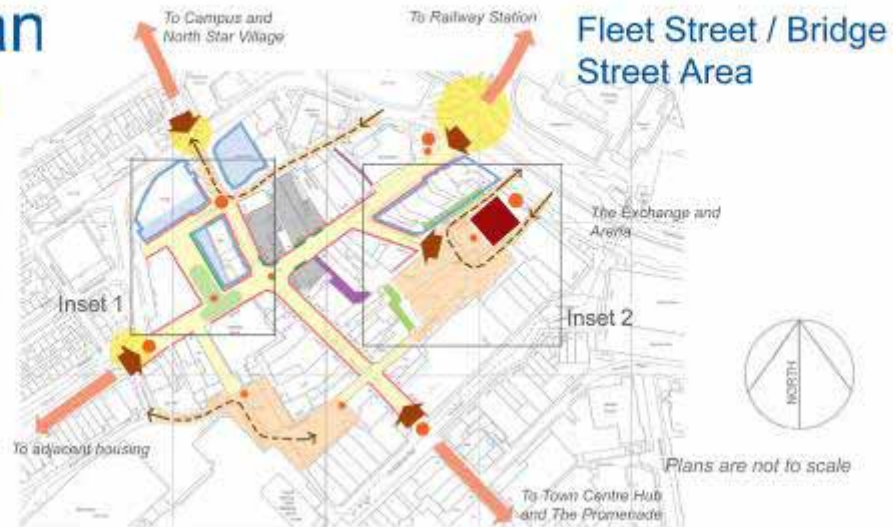


# Movement

## 2. Clear Pattern of Linked Attractions & Services

### Action Plan

#### Study Area Context



#### Fleet Street 'Square'

Indicative opportunities showing a refurbished 'square' and area focus with refurbished buildings and kiosks, active edges and the introduction of landscape tree planting.



Inset 1

#### KEY

- Vehicle access into area
- Main pedestrian entry points and gateway marker features
- Pedestrian access links to other key town areas
- Suggested new bus stop
- Improved pedestrian crossing points
- Quarter information points and sign posts
- Investigate wall mounted lighting opportunities
- Pedestrian area surface improvements and clutter reduction
- Shared surface improvement area
- Proposed gated yard with service and emergency access and egress
- Property interests in a front garden scheme
- Extent of front garden plot project
- Investigate rear garden improvement scheme including possible kiosk frontage
- Block refurbishment opportunity
- Individual listing or plot improvement opportunity
- Extent of street events space e.g. Polish street market

#### John Street Car Park

Indicative opportunities showing bus and taxi hub redevelopment, surrounding block refurbishment and the creation of a new space within the block.



Inset 2

SWINDON Night Vision



# Movement

## *3. Design 5pm to 9am*

- Functional design
- Delight in light!
- Café culture and living streets
- Real estate and mixed use
- Wayfinding



# Place

## 1. Flexible Retail Hours

- Local patterns & customs
- Market research
- Make the business case
- Entertainment & events
- Critical mass of shops



# Place

## 2. Re-programme Public Buildings

- Leisure hubs v cultural temples
- Libraries to Ideas Centres
- Museums and art galleries
- Markets as an *activity*
- Town Hall to leisure centre



# Appeal

## 1. *“Real” Music, Drama and Entertainment*

- Art in regeneration
- Nurture local talent & “culturepreneurs”
- Creative & media economy



# Appeal

## 2. "Real" Food and Drink

- Real ale
- Locally produced/  
quality food
- Food festivals &  
night markets
- Food industry



# Place

## *3. Maintaining a Rich Mix*

- A valid role and identity
- Alive throughout the day & evening
- Capture new investment
- Lifecycle of regeneration & “tipping point”
- Place management



# Appeal

## 3. Celebrating the City at Night

*Nuit Blanche, Paris*

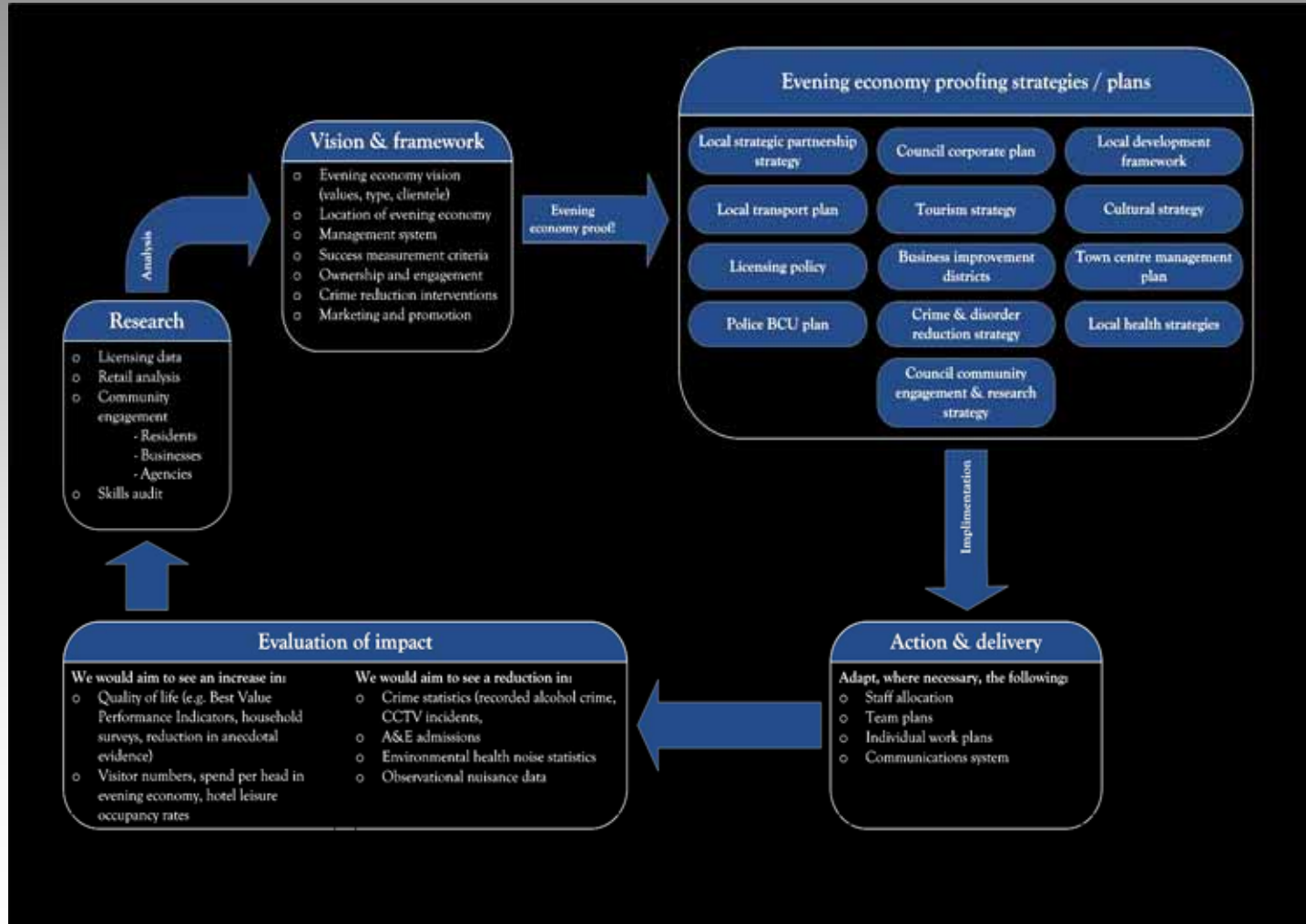


*Light Night, Leeds*



# Coordinating Effort

*Sociability, Hospitality, Safety, Development, Community*





# Purple Flag Concept

**PURPLE FLAG BOARD**

**STAKEHOLDER INTERESTS**

Judges and Moderating Panel

**CIVIC TRUST**

Delivery platform

Management handbook

Good practice manual

Leadership training

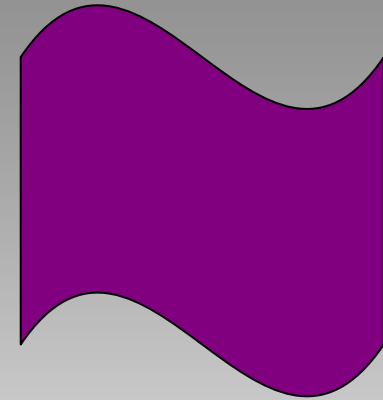
**TOWN CENTRE  
PARTNERSHIPS**

Hospitable

Accessible and attractive

Mixed use

Entertainment



*A brighter image*

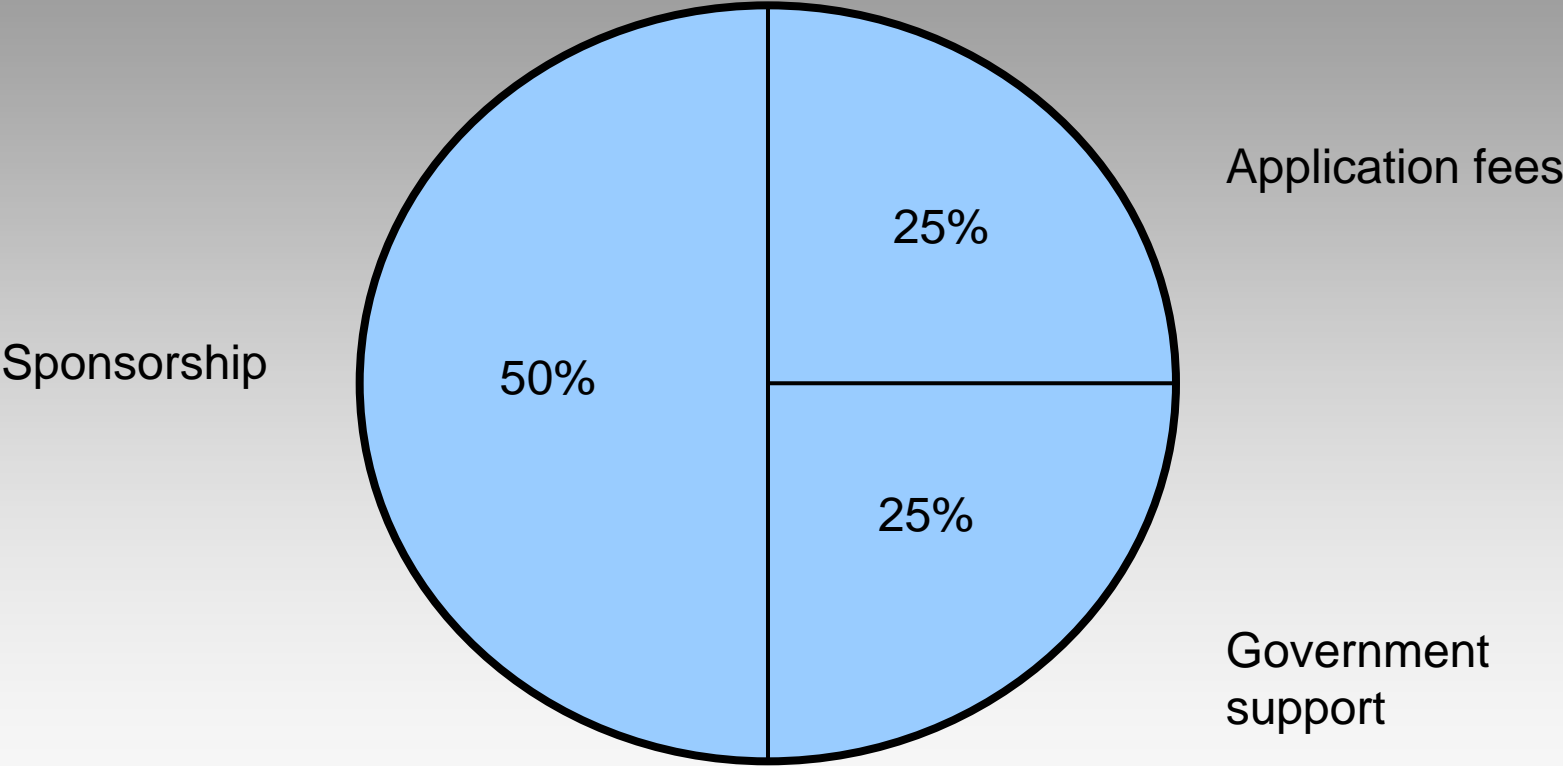
*A stronger economy*

*A more vibrant  
nightlife*

*Greater choice and  
diversity*

*A cause for  
celebration!*

# Funding the Flag



**£250,000**

# Purple Flag Programme

