

West Midlands Police

Managing the Night-time Economy Birmingham City Centre

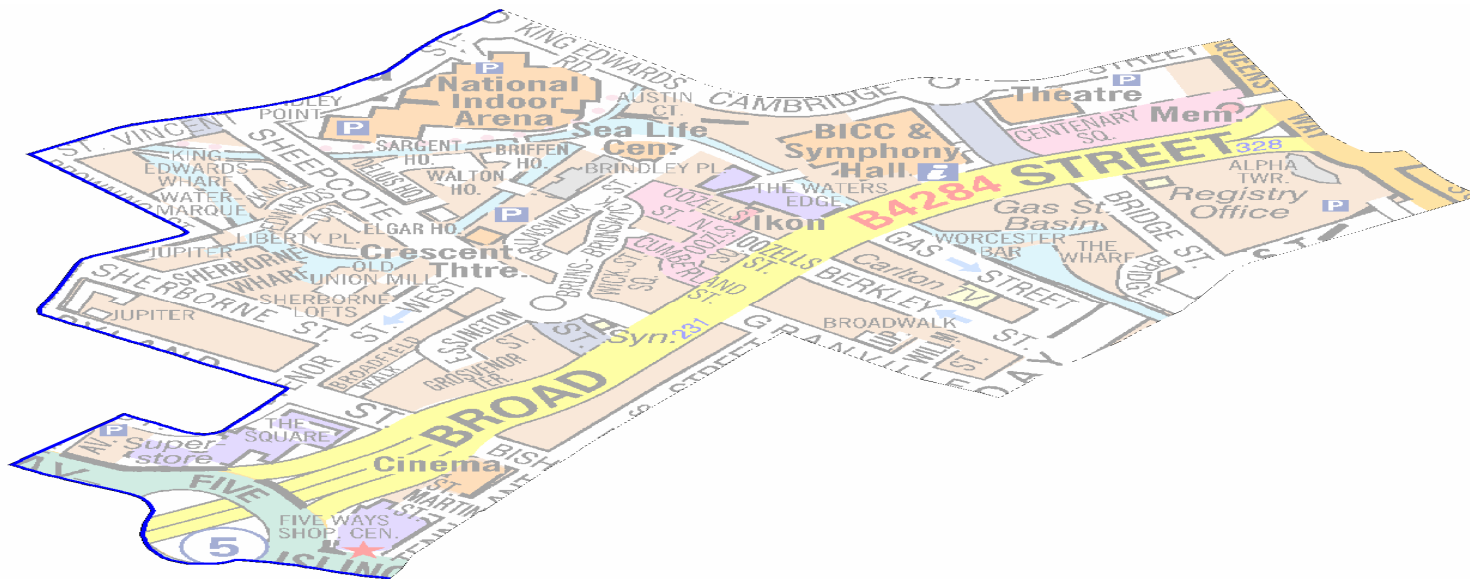
**Pc 4075 Abdool Rohomon
Licensing Officer
Steelhouse Lane Police Station**



Vision: To reduce crime and disorder and make our communities feel safer

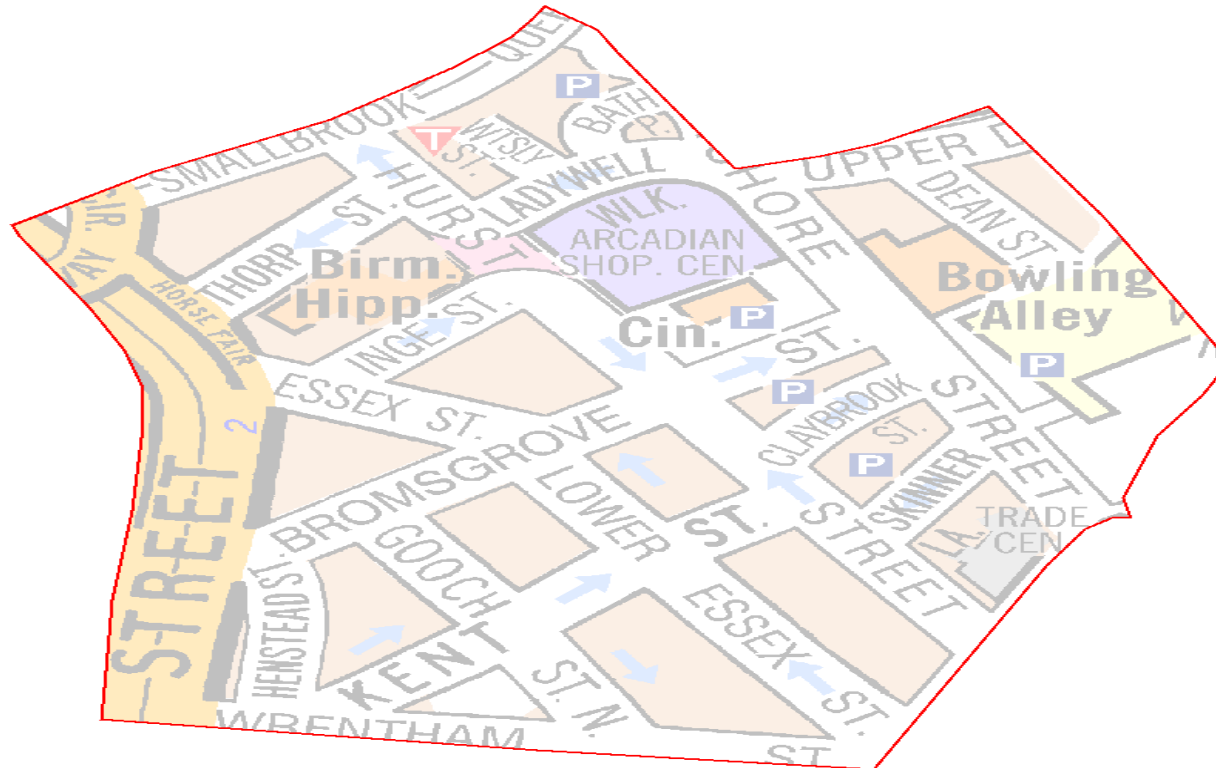
What we started with

- 2 Defined areas started
- Broad Street



Vision: To reduce crime and disorder and make our communities feel safer

- Hurst Street



The extent of the problem!!

- **Two areas developed rapidly**
- **Numerous licensed premises**
- **Broad Street typical figures estimated at 30-40K**
- **Hurst Street estimated at 20+k**
- **Massive seasonal variations**
- **Little partnership approach**
- **Rising crime levels**



What this caused

- Fights and disorder
- Lack of control
- Good people went away
- Audience profile got a lot younger
- Very poor public perception



The Change

- Entertainment Team established
- Alcohol strategy groups
- Partnership working
- Police
- Council
- The trade
- Door Supervisors
- Broad Street became BID
- Broad Street protocol
- Taxi marshal zones
- Street wardens
- The Licensing Act = 24 hr drinking ???????



Effective Management

- Operation B Safe
- Joint funding
- Yellow Card scheme
- Dispersal zones
- Effective use of the Licensing Act
- Conditions
- Use of Top 10 system
- Intervention
- Action plans
- Partnership working
- Joint Licensing Task Force
- Safety Advisory Group (SAG's)



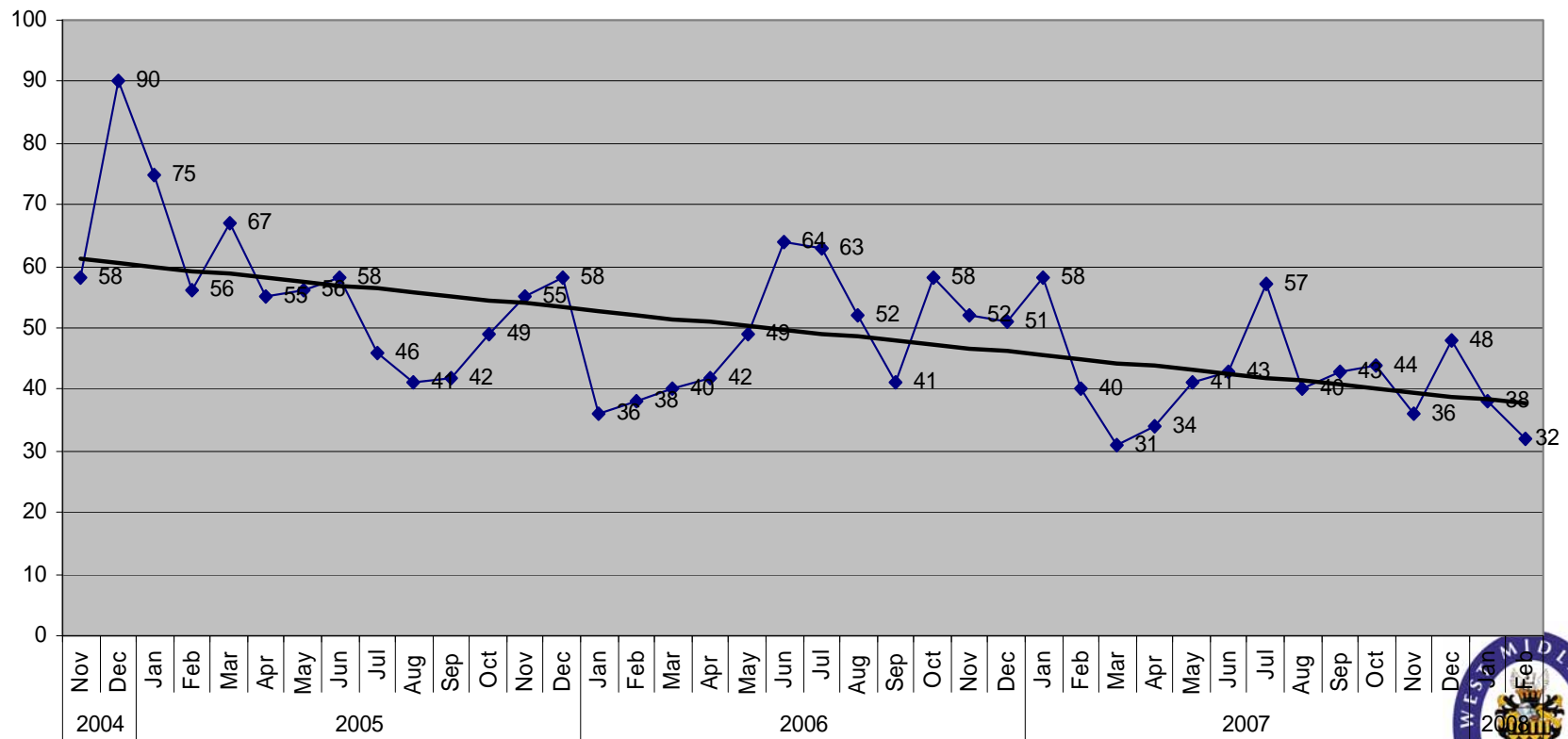
What is Operation B Safe

- **Designed to provide a visible reassurance to the public**
- **Van days long gone!!!**
- **Short zones**
- **Numerous walk throughs of licensed premises**
- **Early intervention**
- **Public reassurance**
- **Friday and Saturday nights**
- **Key seasonal trends i.e. Christmas, Bank Holidays**
- **Themed nights**
- **New licensing act only meant a change of 1 hour!!!!!!**



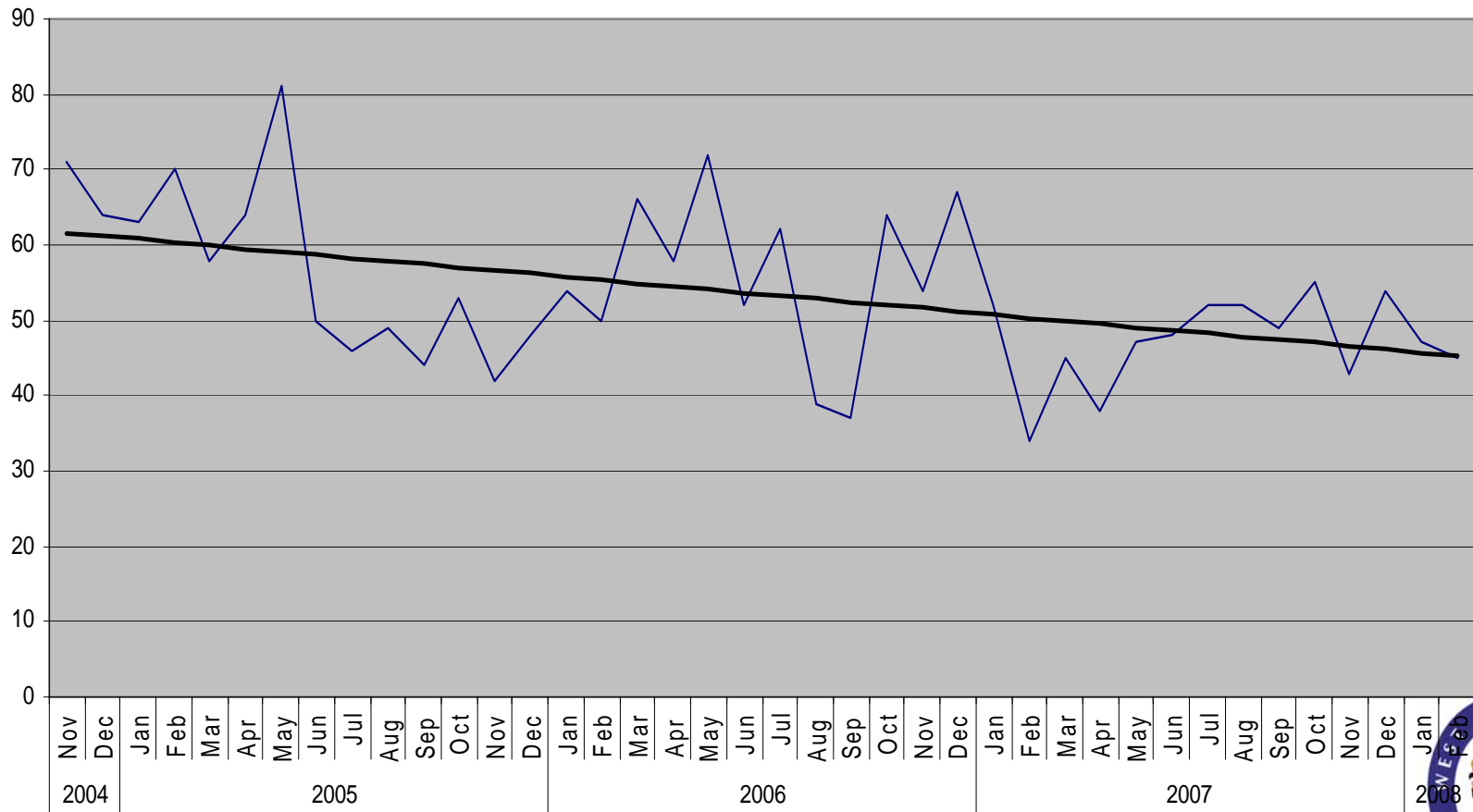
The Effect

- Crime has fallen – Broad Street



Vision: To reduce crime and disorder and make our communities feel safer

Hurst Street



Put into Perspective

- Force reduction of nearly 9% in violent crime
- Force reduction of nearly 11% in total crime
- F1 – reduction in violent crime of 18.3%
- F1 – reduction in overall crime of 14%
- It is working!!!!

- Public perception is increasing
- More and more people visiting – from all over
- Older age group



The Future

- Always improving B Safe
- Looking at the Cardiff project
- Use of A&E data
- More operations
- Test purchases
- Drunk campaigns

- **NEVER TAKING FOOT OFF THE PEDAL!!!!!!!**



- **Many Thanks For Listening**
- **Any Questions ??**

