

2013-14 Evening and Night-time Economy Behaviour Audit for the West End Partnership Group and the City of Westminster.

The evidence base on broad Evening and Night-Time Economy (ENTE) 'behaviours' is currently very sparse. The key aim of this study was to gather information on broader patterns of behaviour by visitors and businesses within the ENTE of Westminster, as observable on the streets and other public spaces and across different seasons of the year and days of the week. Such data is not generally available to local authorities and other ENTE stakeholders, who tend to rely almost exclusively on police-recorded crimes of violence, anti-social behaviour and incident data; sources which have a number of well-documented and often unavoidable limitations. The strengths and weaknesses of existing statistical indices of ENTE behaviours were discussed in our report, delivered in Winter 2014.

This mixed-method quantitative and qualitative study breaks new ground in seeking to measure recorded behaviours, as directly observed by the research team in-situ. This data includes instances of public nuisance / fouling and detritus of a kind not normally recorded by the police or other agencies. 'Pro-social' behaviours are also counted, such as 'conviviality' within the leisure time social interactions of groups and couples in the city at night and those of strangers, of venue staff, and of night workers. We recorded, for example, unreciprocated and unrewarded bystander interventions and acts of assistance. Understandings of the impact of these behaviours on the social and economic life of Westminster – both positive and negative - become more apparent from their specifically cumulative nature, as recorded at key times and in key locations. This study therefore aimed to assess both the pro- and anti-social behaviour of those using city streets, before and after visiting licensed premises and across the course of their 'night out'. These impacts were plotted in graphs and charts in order to explore the impacts of various ENTE behaviours across 10 sub-locations within the city and across the 10 hour ENTE period, running from 18.00 through to 04.00 hours. This allows our clients to access an unprecedented quality of location-specific evidence when framing their licensing policies, which can be triangulated with police data and potentially data from NHS hospital AEDs following the principles and procedures of the Cardiff Model.

2011 Managing the Evening and Night-time Economy: An International Review of 'Best Practice' for the City of Sydney.

Commissioned by the City of Sydney, as part of their Open Sydney 2010-2030 20-year plan for supporting and developing a global-destination ENTE offer. This work involved an extensive 200-page literature review of best practice in ENTE place management from around the world. The research allowed the clients to weigh various policy options as assessed through review of a large body of accumulated knowledge internationally as to 'what works, what's promising and what doesn't work' drawn from the best quality peer-reviewed evidence base, from evaluation studies in the 'grey' literature and from smaller scale pilot trials. The review supported the development of local evidence-based solutions to local problems following trialed and tested procedures, rather than the adoption of non-specific off-the-shelf place management solutions available through policy transfer.

2011 Alcohol Law Enforcement in England and Wales, study for The Portman Group

This nationwide qualitative semi-structured interview based study explored clarification and understanding of the then-current legislative and regulatory regime in relation to alcohol, its scope and the various contributions of different agencies and groups; collaborations and tensions between stakeholders and their effects upon enforcement; the extent to which existing laws and regulations were enforced and regarded as useful, appropriate and proportionate; an assessment of needs in relation to improving the efficacy of then-current enforcement options and in relation to any future amendments to the enforcement regime; and the role of 'the regulated' and ways in which businesses might be better supported in achieving compliance. The research explored these issues in relation to both the on-licensed and off-licensed alcohol retail industry. The research was commissioned by The Portman Group, the leading UK drinks industry Corporate Social Responsibility body. Our report was published on the sponsors' website, presented to the Home Office Alcohol Unit in 2011 and reported in peer-reviewed journal articles.

2010 London Camden Evening and Night-time Economy Patron Study: Drinking Behaviours, Late-Night Refreshment and Transportation

In 2010, the London Borough of Camden commissioned Dr Phil Hadfield to examine and measure how visitors to the borough's two 'Special Policy Areas', Camden Town and Theatreland in Covent Garden, behaved and planned their visits. The council's licensing team were particularly interested in visitor drinking behaviour in terms of the number of units of alcohol consumed and where the alcohol consumed had been purchased (before, during, or after visiting on-licensed premises). The council and their partners were also interested in the proportion of visitors purchasing takeaway food and the times at which this food was purchased in order to inform their licensing policies regarding Late-Night Refreshment premises. The brief also encompassed the use of late-night public transport. From which areas were users of Camden's nightlife drawn and what methods were they using to arrive and depart from the area? Finally, the client wished us to explore the perceptions of visitors in terms of how safe and welcoming they felt the 'Special Policy Areas' to be after dark and any suggestions for change.

The information gathered was used to inform Camden's Statement of Licensing Policy 2011-14 and in particular as supporting evidence for aspects of the Borough's revised Licensing Policies. A summary of our research findings is included in the Appendices of the client's Statement of Licensing Policy document at pages 78-85. This is a public document available to download and is intended to help explain the Council's general approach to licensing in the Borough. It is particularly useful in setting out the Licensing Authority's expectations for licence applicants and their legal representatives, as well as explaining the adopted policies of the council to local residents and other interested parties. These readers may require to know the bases upon which certain policies were adopted and our research provides an independent element to the local evidence gathering and analysis informing the development and drafting of policy.

2008 Review of the Social Responsibility Standards for the Production and Sale of Alcoholic Drinks: A National Study.

The UK Home Office commissioned a nationwide evaluation of the 'Social Responsibility Standards for the Production and Supply of Alcohol Drinks' (The 'Standards'). The Standards were a Corporate Social Responsibility (CSR) code of practice developed by alcoholic drinks manufacturers and retailers in order to set out the manner in which alcohol retailers would operate their sales environments in compliance with the law and established industry best practice. The Standards applied to alcohol sales in both the on-trade (bars, pubs, nightclubs and restaurants etc.) and the off-trade (shops and supermarkets). Dr Phil Hadfield and Prof Fiona Measham (now of University of Durham) were commissioned to plan and conduct observational fieldwork in licensed

premises across eight English regions as part of a broader investigation into delivery of the Standards conducted by KPMG.

Quantitative and qualitative findings from the project's extensive database are published on-line in three volumes at:

<http://www.alcohollearningcentre.org.uk/Topics/Browse/Policy/?parent=4441&child=4650>

The Standards were withdrawn soon after publication of our research and have not been re-established.

Our findings and recommendations were influential in informing the drafting of the Licensing Act 2003 (Mandatory Licensing Conditions) Order 2010 (as amended in October 2014) which introduced, for the first time, conditions that apply to all licensed premises in England and Wales. These are as follows:

If your premises sells or supplies alcohol, you must:

- Ensure that an age verification policy applies at the premises.

Premises in the on-trade must:

- Not offer irresponsible price promotions
- Not dispense alcohol directly into customers' mouths
- Offer free tap water to customers on request
- Provide and advertise the availability of smaller measures of wine and spirits