



AFTERDARK

CONSULTATION REPORT | December 2010

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Feria Urbanism is a dynamic design studio that specialises in urban design, urban planning, master planning and public participation. Established in 2007, Feria has been involved in a diverse range of projects across the UK and has developed particular skills in after dark design and community engagement. Using a variety of spatial mapping techniques, exciting visualisations and captivating diagrams, Feria reveals the potential of place.

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AFTERDARK



Weymouth & Portland
Borough Council

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Executive Summary



The combination of water and light in the harbour area creates a delightful atmosphere. This setting is very important to many businesses.

Executive Summary

This Consultation Report sets out Weymouth & Portland Borough Council's After Dark strategy for Weymouth town centre. This strategy is based on extensive research and contains realistic and deliverable actions that will create a safer and more successful town centre, both in the evening and at night-time.

The report looks at how Weymouth town centre functions after dark, specifically addressing its use and activities; its licensing and policing strategies; together with land use planning, urban design and management issues. The result is a strategy with a strong after dark vision at its heart. While many Councils have an agreed vision for how a town centre should work in the daytime, few have one for a town centre after dark. In this respect, Weymouth & Portland Borough Council is leading the way in its approach to a town centre in the evening and at night-time.

The views and experiences of users and non-users of Weymouth town centre after dark have been crucial in helping to develop this vision. The engagement process comprised stakeholder interviews, focus groups and participatory workshops and revealed a huge potential for positive change and an enthusiasm for increased diversity and a wider participation in civic life after dark.

The report identifies five themes that are considered essential to a healthy, safe and successful town centre after dark: Local Culture, Family Friendly, Action and Sports, Fine Dining and Dancing and Music. At present, the after dark experience in Weymouth Town Centre is dominated by the Music and Dancing theme, defined by the report to include the pubs, clubs bars and other venues with an emphasis on an alcohol-led night out. While these uses are a positive attribute to the town, popular with both residents and visitors, they are also closely

linked to a well-documented crime and disorder problem in the town centre. Meanwhile, other themes are noticeably under-represented.

The report therefore recommends practical measures to reposition the Dancing and Music theme within a greater mix of uses. Potential changes to licensing and policing strategy can help further reduce crime and anti-social behaviour associated with this activity while planning policy, economic development and events strategies can enable the other themes to play a greater role in the town after dark, broadening Weymouth's appeal for longer term cultural and economic success.

It is therefore the intention that this strategy leads to the creation of a food-focused destination by the waterside (Fine Dining) building on the operations already there; the identification of investment opportunities for more mid-range restaurants (Family Friendly); and the use of festivals, events and sports to animate public spaces, helping bring a greater range of people and activities into public spaces after dark to ensure no single demographic dominates the town after dark (Action and Sports, Local Culture). These last two themes have strong links to the 2012 Games and the associated Cultural Olympiad. Furthermore, this report identifies urban regeneration benefits from a well-balanced after dark mix, helping bring into use parts of the town centre that currently under-utilised.

It is intended that this vision guides the future of the town centre after dark over the next three years and beyond. The Borough Council wishes to test the recommended actions and ideas in this report through a formal consultation process, from 9th December 2010 until 11th February 2011. Comments received by this date will be used to inform the Final Report.

01 Introduction



*St Thomas Street, early evening in winter.
People should be given the opportunity to sit
outside, even after dark, as it helps activate the streets.*

01 Introduction

About this report

Using Home Office funding, Weymouth & Portland Borough Council, working with the county-wide Safer Communities Group commissioned the After Dark project to create the first comprehensive approach to managing Weymouth town centre in the evenings and at night-time.

The project has created an effective After Dark strategy for Weymouth based on robust research and which contains realistic and deliverable actions. The overall aim is to create a safer and more successful town centre from later afternoon through to the early hours of the morning.

// By working with all those who have an interest in seeing Weymouth's evening and night-time economy flourish within a safe environment, we are looking to make a real difference and allow us to be able to realise benefits in the run up to 2012 //

Councillor Ian James, brief holder for Community Safety and member of the After Dark project steering group

The project steering group comprised representatives of the Council, the Chamber of Commerce, NHS Dorset, Dorset Police, Weymouth Street Pastors and the Drug Action and Community Safety Team.

This wide representation has ensured a range of topics and ideas has been considered in the formulation of the recommended actions and ideas.

The project developed an understanding of different perceptions of the town after dark. The report recommends practical urban design and management actions as well potential policy changes that can reduce crime and anti-social behaviour as well as increase diversity and improve the economic, social and environmental benefits of the evening and night-time experience in Weymouth.

Project definitions

This project addresses both the evening economy and the night-time economy within the broader urban experience of the town centre after dark. Therefore, for the purposes of this report, the definitions given to after dark comprise of:

- Evening 17h00 — 21h00
- Night 21h00 — 00h00
- Late night 00h00 — 03h00
- Early morning 03h00 — 06h00

The days under particular consideration by the report are Fridays, Saturdays and Sundays, although the recommendations for these days are applicable across the week. The way the town functions during the hours after dark should be viewed as an extension of the daytime and not as a separate experience. It is therefore important to consider the overlap between evening/night-time activities and daytime uses at either end of the night, particularly in the summer season when this overlap in the early morning can create problems for residents, businesses and visitors.

Project objectives

The specific outcomes that the After Dark project have delivered are:

- A strong and clear 'After Dark Vision' for the town and its future to show the sort of place Weymouth can become.
- A detailed understanding of the relationship between existing crime and disorder and the night-time economy.
- An appreciation (relative to other locations) of how Weymouth functions after dark, specifically addressing urban design and management.
- An understanding of how current policies help or hinder the effective running of the town after dark.
- Some outline figures for the size and value of the night-time economy, the number of jobs, and the types of current and potential visitor.

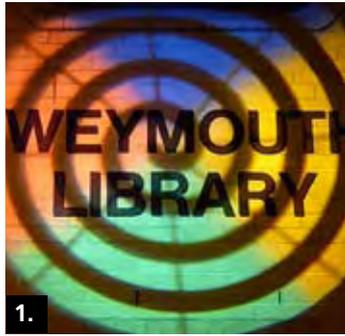
- A firm understanding of the views and experiences of users and non-users of Weymouth town centre after dark.
- A clear idea of the issues and opportunities that local businesses and institutions who operate (or could operate) after 17h00 are facing or might seize.
- To understand different stakeholders' perceptions of the town's evening and night-time economy and where they see change as necessary and what role they might play.
- To contribute to the Council's communication campaign, developing key messages and maximising the opportunities to communicate these through the project.
- To formulate practical design and management solutions as well as potential policy changes in order to reduce crime and anti social behaviour as well as increase diversity of the after dark experience.
- To deliver a document that fully addresses these main objectives and the outcomes, with delegated actions and success criteria.

Community engagement and consultation

The project involved a variety of stakeholders, including residents, business owners, licensees, the police, elected members, officers from the Borough Council and community groups. The techniques used included a series of one to one stakeholder interviews, a series of small focus groups and two half-day workshops. The purpose of the engagement process was to ensure that the emerging ideas for change would respond to specific issues and concerns of all stakeholders and a full Equalities Impact Assessment will be undertaken as part of the formal consultation process.

The current issues affecting Weymouth after dark and some of the key questions this report seeks to answer:

1. Lighting scheme on the library adds vitality, how can the town centre have more of this sort of intervention?
2. Can coffee shops play a role in keeping the town active in the late afternoon and into the early evening if they stay open for longer?
3. There is a range of pubs that sell good food but is there room for more of this type of venue?
4. Several venues operate until the early hours, but with this comes associated crime and disorder problems. How can these be reduced?
5. There are some "family-friendly" restaurants but the engagement process revealed there to be not enough in the town centre.



1.



2.



3.



4.



5.

// Throughout this report, important opinions and views from the engagement process can be found as speech bubbles. This allows the quotes to remain anonymous yet still have value in the report //





St Edmund Street is just a few metres inland from the water and could play a much more significant role for the town after dark — see page 93.

02 Context

A vibrant place

Weymouth town centre features a vibrant night-time economy attracting, for its size, large numbers of visitors, particularly on weekends. Despite success in reducing crime and disorder in the town centre over recent years, the Borough Council, Dorset Police and other partners are not complacent and plan to improve the diversity, safety and sustainability of the town's evening and night-time economy making it an even safer and more enjoyable place to be.

Perceptions and reality

The town was identified by the Home Office in early 2009 as having one of the 50 largest gaps between residents' perceptions of crime around the night-time economy and actual levels of crime and disorder. Even though there is some crime and disorder associated with the night-time economy, the actual levels are not that high relative to other comparable centres, yet many residents still feel that the town is not as safe as it could be.

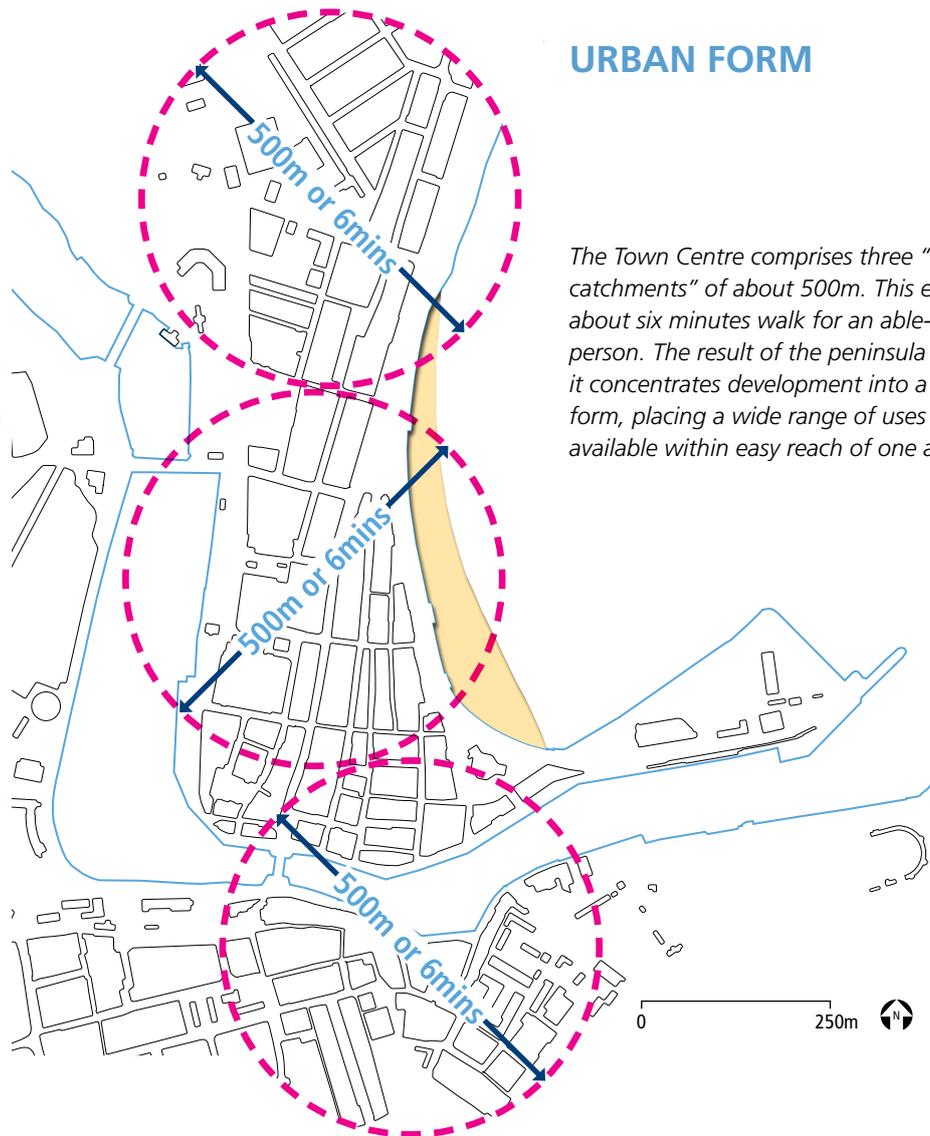
The next few years

As Weymouth & Portland prepares to host the sailing competitions for the 2012 Olympic Games there will be an increasing spotlight on the Borough and it is vital that visitors, competitors and residents see the town at its best in the run-up to, during and after the Games.

**There were just
two serious injury
assaults in 2010
down from ten in
both 2008 and 2009**

* source: *Violent Crime in the Weymouth Night-Time Economy, Trends in Recent Years*, Dorset Police.

URBAN FORM



The Town Centre comprises three “walkable catchments” of about 500m. This equates to about six minutes walk for an able-bodied person. The result of the peninsula form is that it concentrates development into a very compact form, placing a wide range of uses and activities available within easy reach of one another.

A compact town centre

Weymouth town centre is characterised by a peninsula land form, surrounding on three sides by water. With the railway station a key landmark in the north, the western, southern and eastern edges of the town centre all have a waterside. This adds a real quality to the town centre environment, providing the potential for an attractive setting for after dark uses and activities.

Within the town centre, there is well-connected network of streets, focused around a central spine connecting the

station with the Town Bridge, that comprises Park Street and St Thomas Street. The peninsula form is significant in that the town centre requires bridge crossings to connect it with the surrounding area. These are the Westham Bridge, Town Bridge and the A354 bridge.

These bridges have a bearing on the after dark experience in that it concentrates pedestrian movement onto just a few key routes as people make their way back home to the nearby residential areas. This has implications for noise and other disturbances. See page 83 for more details on this.

After dark clusters

There are three main focal points of after dark activity. These are at the Esplanade, the lower end of St Thomas Street and Hope Square.

The Esplanade

This cluster comprises a series of pubs, nightclubs and bars, many of which operate until 03h00 and up to 06h00. The area is very popular with a younger crowd and has helped give Weymouth a deserved reputation as vibrant and exciting town for a night out, certainly when compared to nearby towns.

AFTER DARK FOCAL POINTS

There are three main focal points of after dark activity. These are at the Esplanade, the lower end of St Thomas Street and Hope Square.



Unfortunately, this cluster also gives rise to one of the town's crime and disorder hot spots which gives the town its other reputation, one of a place that is unsafe to go out and about at night. This report looks specifically at how to address this dichotomy.

St Thomas Street

The lower St Thomas Street cluster comprises a series of large format pubs and bars, mixed in with some food-led venues. These attract a mixed generation of people, from a younger crowds to an older mix of people across places such as the Orange

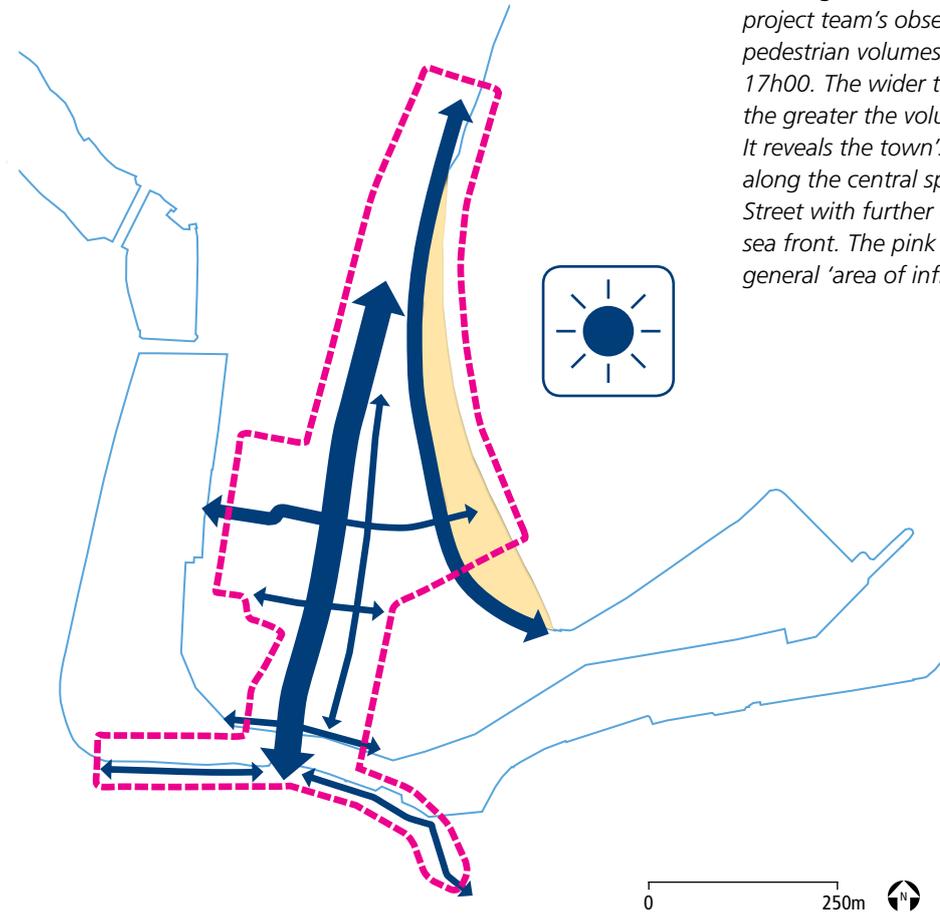
Cider Bar, Wetherspoons and Yates. Like the Esplanade cluster, this level of activity and the buzz it generates helps give the town a positive reputation for a good night out, but can also create a rowdiness that can be off-putting to many people. It is also a crime and disorder hot spot with disturbances here tending to occur earlier in the evening than at the Esplanade (see pages 24 and 25).

Hope Square

This cluster comprises a mix of traditional pubs and bistros and tends to attract an almost exclusively older crowd after

dark. The place itself consists of a public square edged with a series of heritage building, including the old brewery building (with proposals for conversion to a hotel). The activity levels here tend to start much earlier than elsewhere in town, at around 18h00 and even earlier in the summer, with most places operating until midnight before closing. There is little or no crime and disorder associated with the evening and night-time economy in this part of town.

PEDESTRIAN ACTIVITY



This diagram shows the results of the project team's observations of general pedestrian volumes between 09h00 and 17h00. The wider the dark blue arrows, the greater the volume of pedestrians. It reveals the town's focus is very much along the central spine of St Thomas Street with further high flows along the sea front. The pink dotted line expresses a general 'area of influence' for the daytime.

Pedestrian Activity : DAYTIME

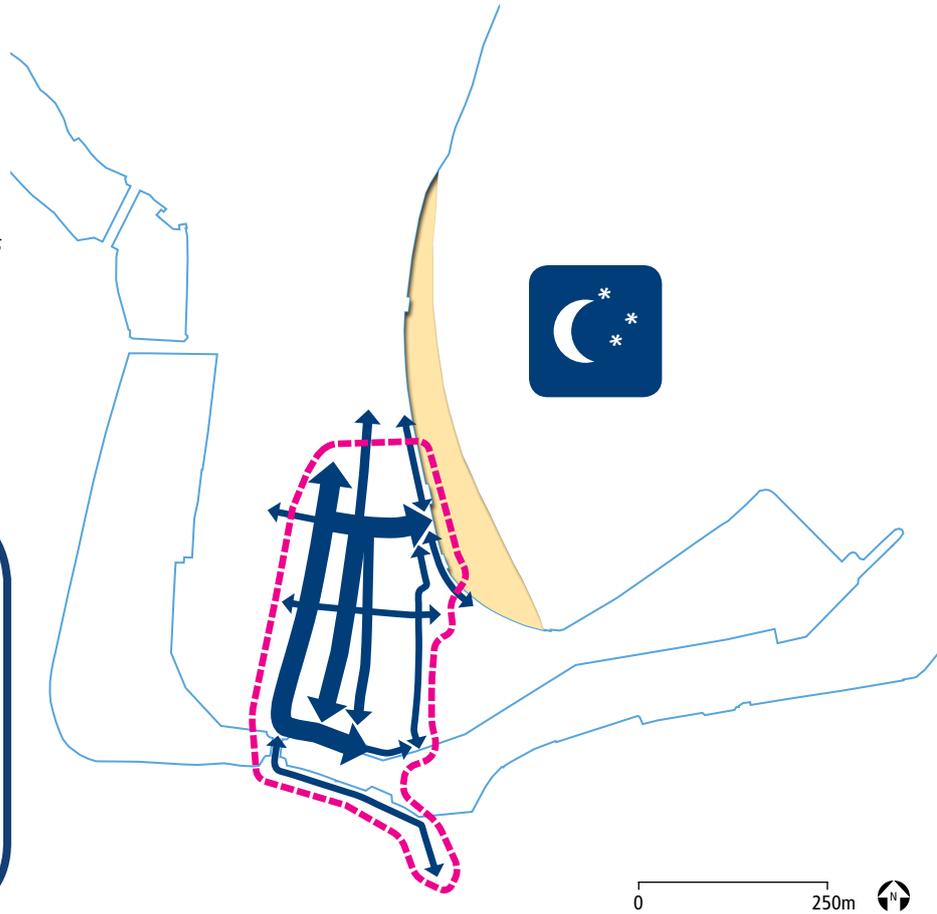
The movement patterns of pedestrians in the daytime is focused very much around the retail core and the sea front with the connected streets between. Of note are the flows along Trinity Road and North Quay, with office workers moving towards the town centre and back again. Very few pedestrian movements were observed along Commercial Road in the west, despite this being adjacent to the marina, that provides an attractive edge to this side of the town centre.

The daytime focus of the town centre is around New Bond Street and St Thomas Street, the heart of the town centre.



This diagram shows the results of the project team's over night observations of general pedestrian volumes between 10h00 and 04h00. Again, the wider the dark blue arrow, the greater the volume of pedestrians. It reveals the after dark focus is very much towards the south east of town centre, with St Marys Street, Bond Street and St Thomas Street the most busy. The pink dotted line expresses a general 'area of influence' after dark.

// I wouldn't walk Lower St Albans Street at night because there's nobody there //



* older person's focus group

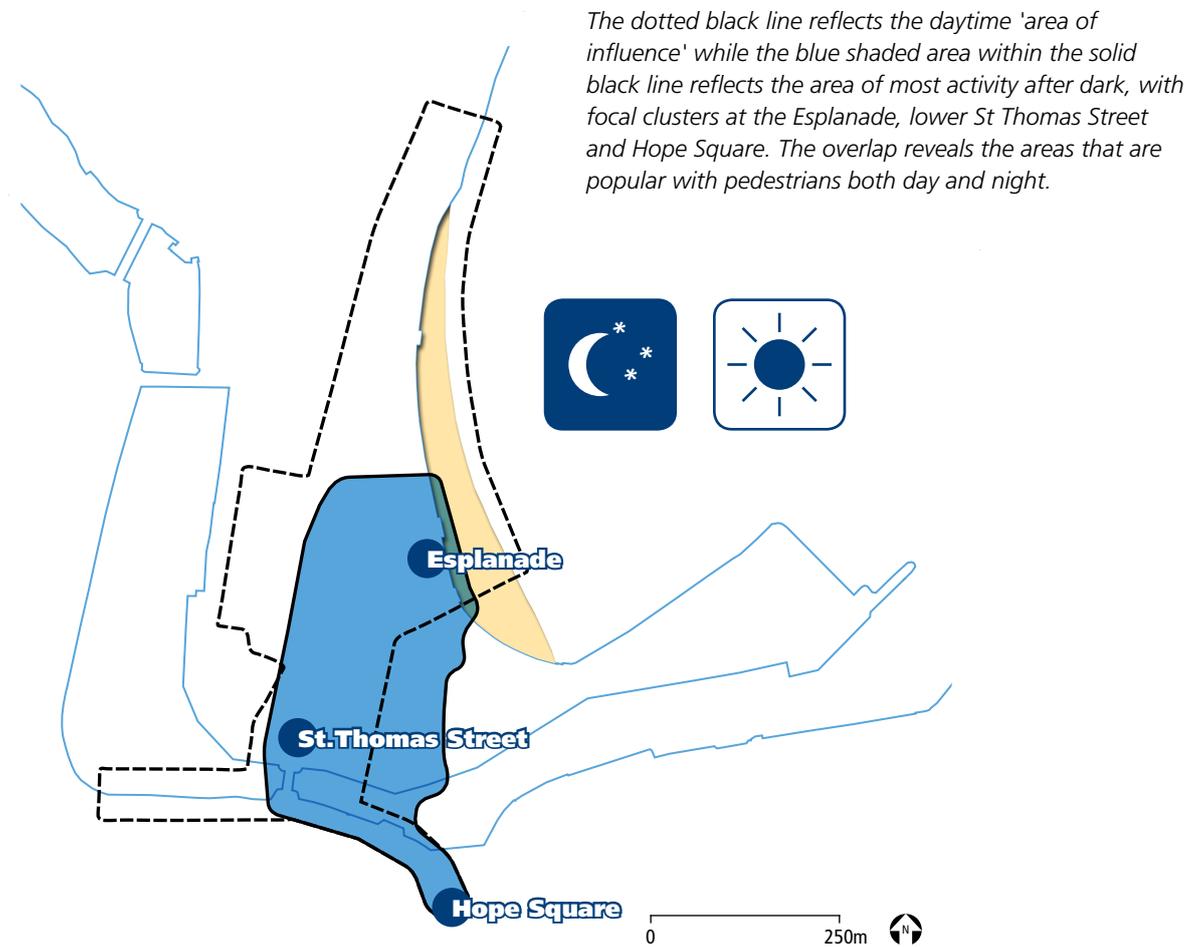


The after dark movement patterns include Custom House Quay (below) and Hope Square (bottom).



Pedestrian Activity : EVENING AND NIGHT

The movement patterns of pedestrians in the evening and at night-time are more tightly focused, around a network of streets and spaces in the south east part of the town centre. The significance of this diagram is that many project participants expressed a general apprehension or a fear of crime in the less busy areas of the town. There is a feeling of safety in numbers with pedestrian movement "self-reinforcing", that is, people only walking in streets where other people are present. Therefore, this diagram reveals the extent to which the town centre can feel unsafe to many people.



Custom House Quay is part of the defined "dual-use" part of town, active both day and night.

Pedestrian Activity : BOTH NIGHT AND DAY

When the daytime and after dark pedestrian movements are overlaid, they reveal the parts of the town that attract people around the clock.

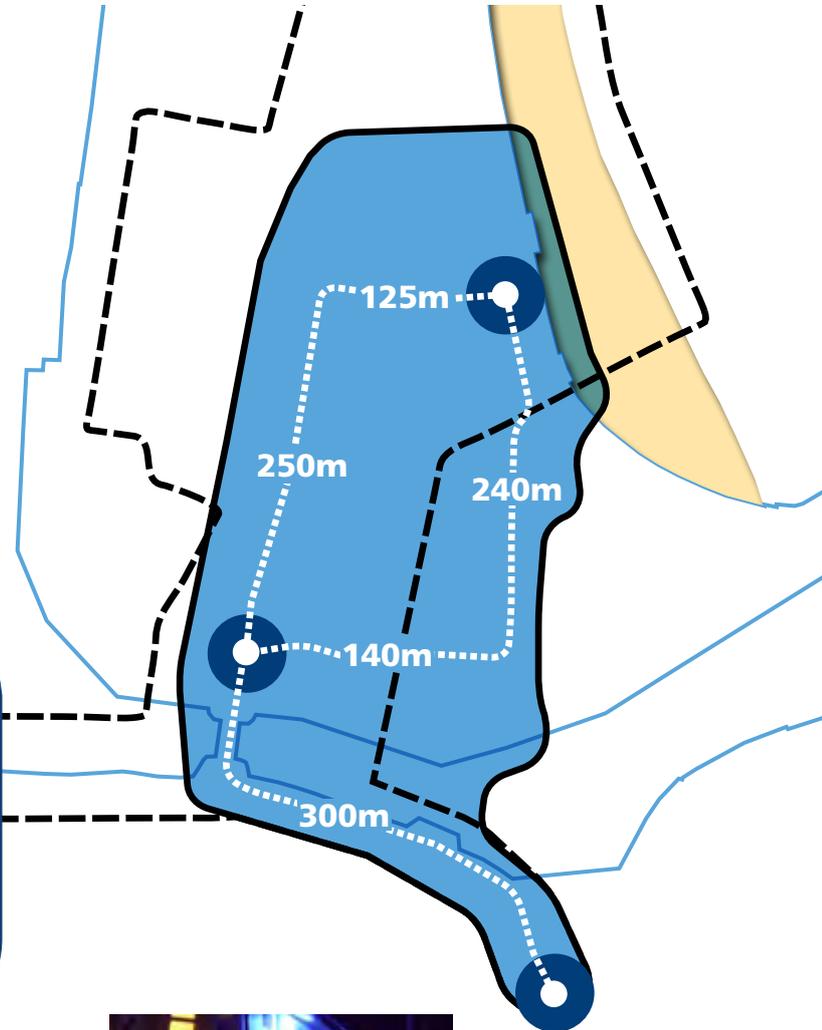
This reflects a mix of land uses that creates an appeal beyond just one particular part of the clock face, comprising shops, offices, cafes, restaurants and pubs, bars and clubs. This "dual-use" area is also the most attractive part of the town in terms of quality streets and spaces so it is no coincidence that it is also the most attractive to investment and occupation by a range of businesses.

There is a finely balanced mix of uses of daytime and night-time activities in this area that appeals beyond the normal working hours, when many UK towns centres close for the night.

AFTER DARK CONNECTIONS

This plan shows how well connected the main focal points of the night-time economy are, with just a few minutes walk between them. While Hope Square is relative disconnected from the town centre circuit, lower St Thomas Street and the Esplanade are well-linked and this allows those on a night out to move easily between venues.

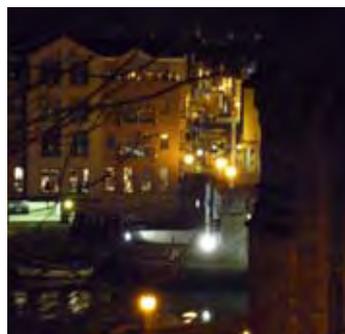
// The pedestrian volume is still quite high at night along Cove Row and Trinity Road, especially in the summer //



* restaurant owner interview



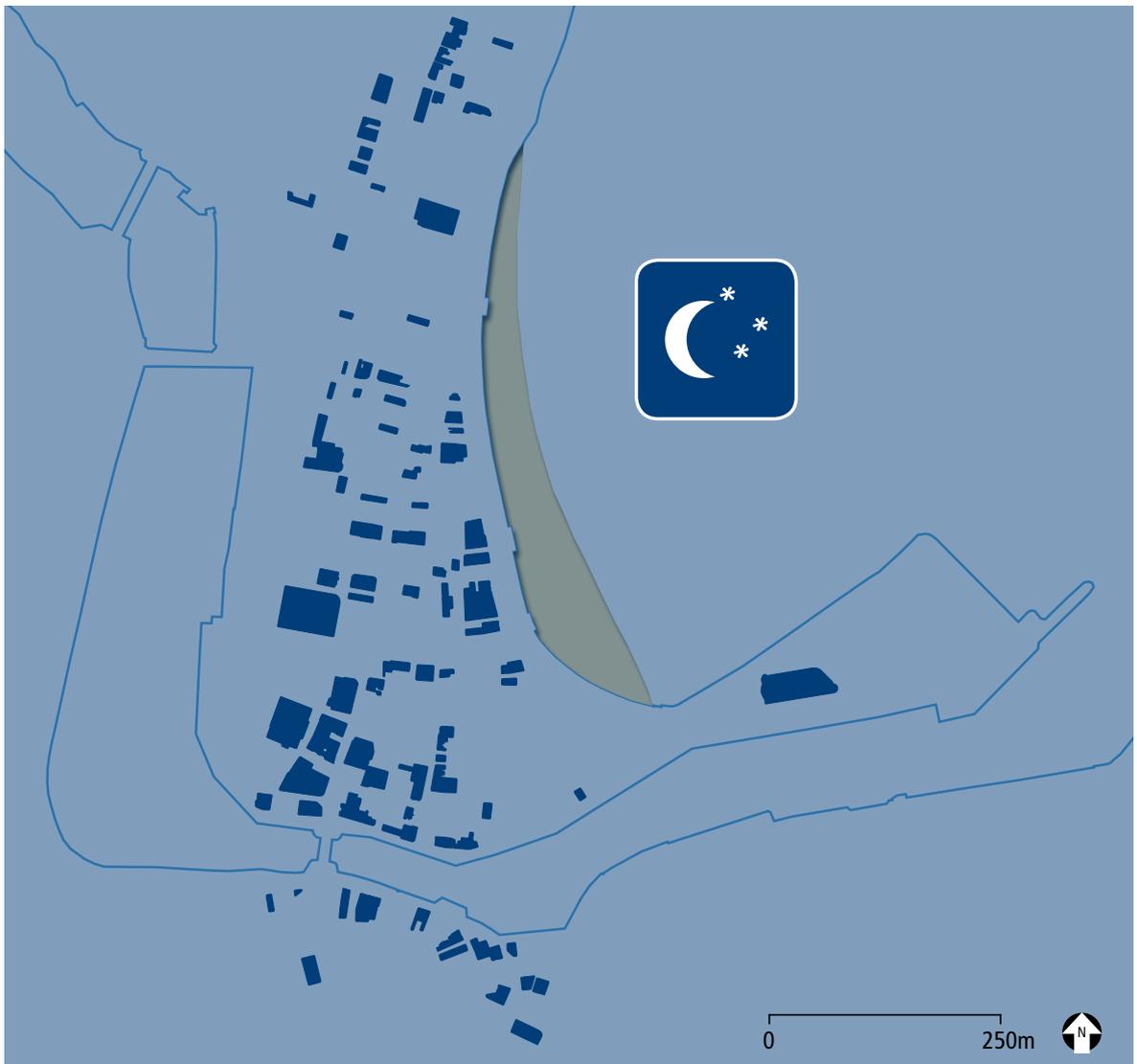
In only takes a few minutes to walk between uses close to the Esplanade, such as Harry's Bar (left), lower St Thomas Street (below left) and Cove Row (below) near Hope Square.



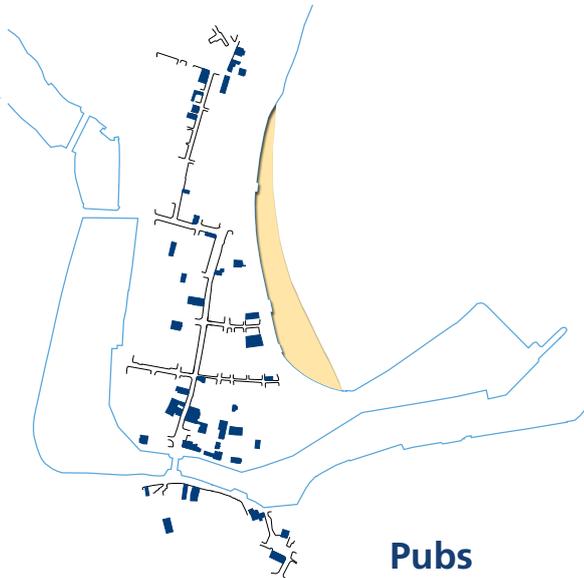
LAND USE DISTRIBUTIONS

As part of the research for the project, a mapping exercise was undertaken to understand the distribution of the land uses that are active after dark. This was considered an important aspect in developing the strategy for a number of reasons:

- 1) It allows an understanding of how daytime, evening and night-time land uses mix or cluster
- 2) it reveals where there is likely to be little or no activity levels after dark
- 3) it allows crime data mapping to be correlated with land uses patterns
- 4) it reveals the relative balance or imbalance between different after dark land uses
- 5) together with first hand observations from the overnight audits, it has allowed the project team to understand more about the dominant "operational typologies" in each of the clusters of after dark activity.



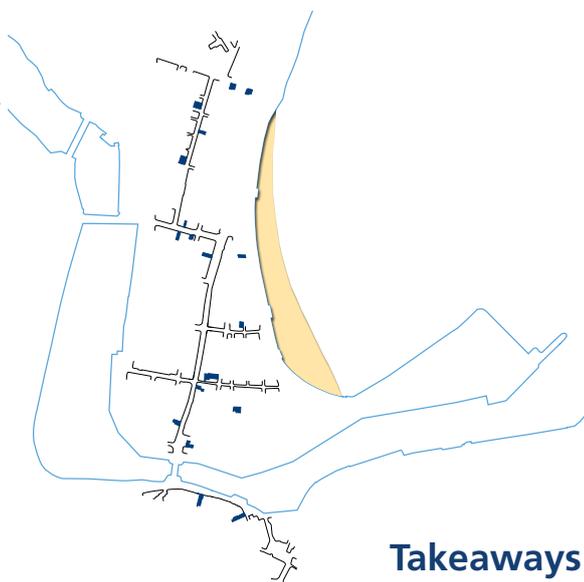
The plan above shows in dark blue all the uses and activities associated with the evening and night-time economy in Weymouth including, bars, pubs, clubs, theatre, restaurants, banks (cash-points), taxi offices, takeaways, hotels, restaurants, cafes, night clubs and late shops. It reveals a fairly even spread across the town, without any significant concentrations although the three clusters at St Thomas Street, the Esplanade and Hope Square (see page 17) are discernible in the diagram.



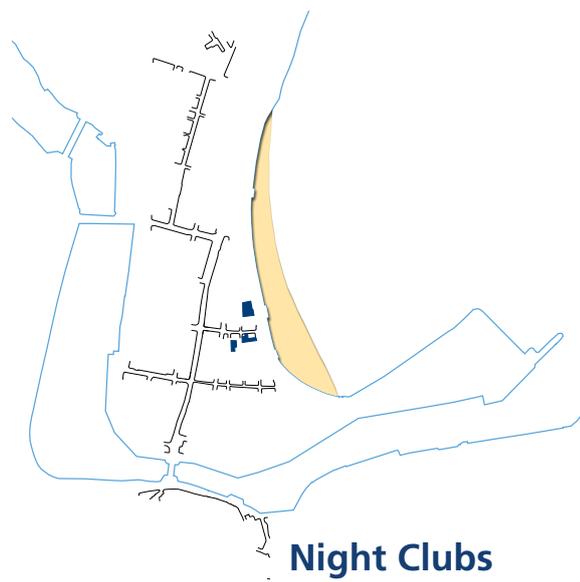
Once the other land uses are removed from the plan, the quite intense clustering of pubs at the lower end of St Thomas Street is revealed. It should be noted too, that some of these establishments are not traditional pubs but operate very much like a night club, with a high capacity and playing loud music.



The distribution of cafes and restaurants shows an even spread across the town. Notable are how few restaurants there are around the harbourside, despite the suitability of this setting for such uses. There are just a handful of high quality food-led establishments located adjacent to the water.



These are often the focus for crime and disorder, as intoxicated people gather in their vicinity after pub and club closing time. Stakeholder interviews and focus groups for this project suggested that there used to be a significant number of fast food takeaways along Westham Road but these have since dwindled to just a handful. The result is fewer crime and disorder incidents around here, as the crime mapping on page 24 and 25 reveals.

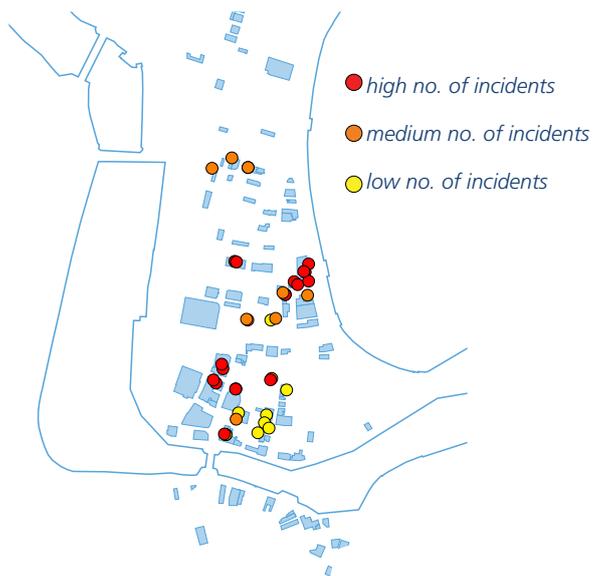


Interestingly, Weymouth has few nightclubs as defined by official land use data. There are a few towards the seafront but when combined with the pubs, many of which operate as "quasi-clubs" (i.e. pubs playing loud music and with space to dance), it shows a distinct music and alcohol-led destination in this part of town. The intensity of this cluster, and the length of time it operates for, appears to have direct implications for the number and severity of recorded crime and disorder incidents.

CRIME ANALYSIS

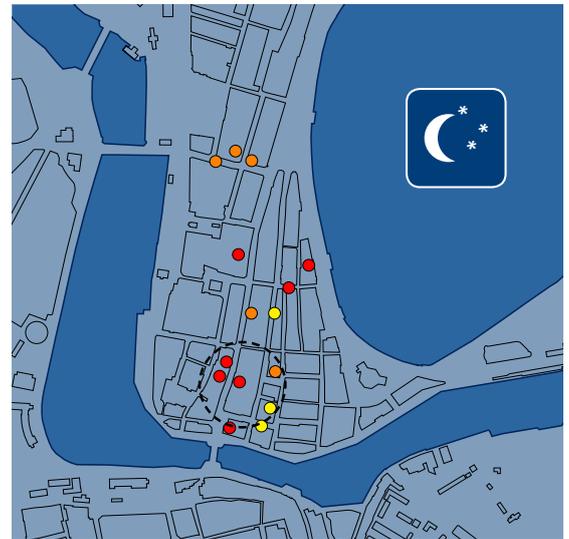
The three maps (right) show hot spots for all levels of non-domestic related assault and public order offences in Weymouth town centre at three stages of the evening. Firstly, between the hours of 22h00 and midnight, then between midnight and 04h00, and then between 04h00 and 07h00. They illustrate the shift in spatial patterns that takes place during the night-time and into the early morning.

Not surprisingly, the hot spots focus around night-time economy premises, although by 04h00 it is clear that the focus has shifted overwhelmingly to just one small part of town where just a few premises (with the latest opening times) are found. This area being around New Street and the Esplanade where premises such as Dusk, the Dorothy, Banus and Harry's are located. It is apparent that earlier in the evening, hot spots are spread more evenly but still focused on other licensed premises.



The diagram above shows all crime mapping (from 22h00 through to 07h00) overlaid onto land use mapping data — shown in pale blue are all land uses associated with the evening and night-time economy. As revealed on page 22 and 23, the land uses that can be found “underneath” the spatial crime data tend to be mainly bars, pubs and clubs. Furthermore, these are of a particular typology, most of them targeted at a younger crowd of people, between 18 and 34 years of age.

Data source on these pages: *Violent Crime in the Weymouth Night-Time Economy, Trends in Recent Years*, Dorset Police.

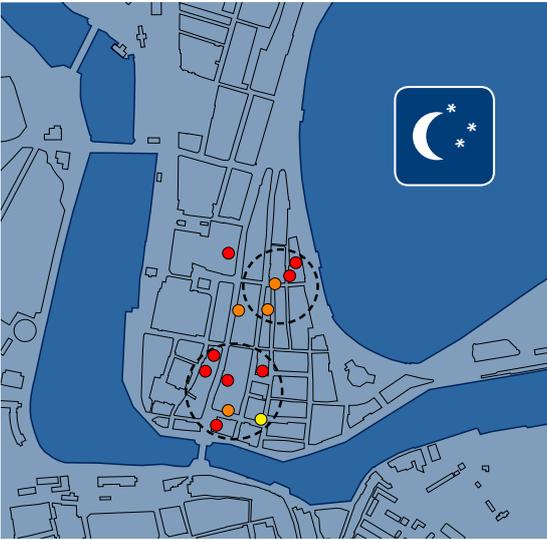


Night 22h00 to 00h00

The greatest concentration of incidents (highlighted by the black dotted circle) is found at the southern end of St Thomas Street, with some lesser isolated incidents around Westham Road and the Esplanade. The Rendezvous, Dolce Vita, Yates and The Swan (Wetherspoons) are the largest premises in this area. Incidents are also recorded around New Street and the Esplanade.



Groups of intoxicated customers outside fast food outlets on Westham Road are often a flash point for violent crime. Incidents have decreased in recent years as more people stay elsewhere for longer in other parts of town, one benefit of later licensing hours. There has been a resultant decrease in the number incidents and there are now fewer takeaways on this street than there used to be.



Late Night

Midnight to 04h00

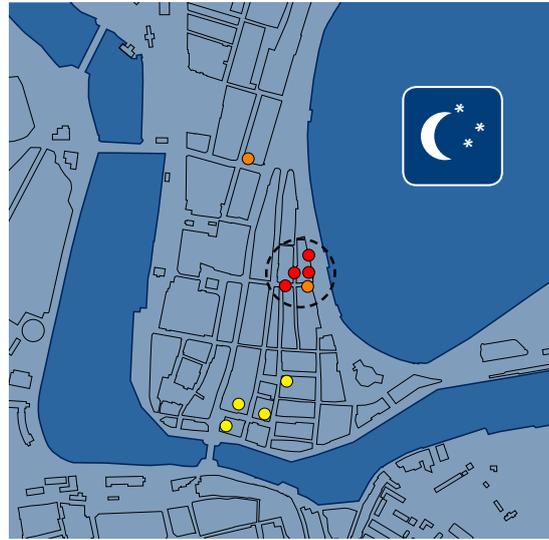
By now, two areas of town are becoming a focus for crime and disorder. While there has been a shift towards New Street and the Esplanade, there still remains a concentration of incidents around St Thomas Street, slightly greater than during the two hours before midnight but it should be noted that this analysis period reflects a four hour time band.

It is during this period that police can become stretched in terms of resources as there are effectively two concurrent areas that require supervision. A police officer consulted for this project felt that “staggered closing hours” could help alleviate this resource issue by winding down some venues earlier than others:

“I’d like some ability to stagger closing times so that some leave at 2:30, some at 2:45, and some at 3:00”



The Swan is one of around seven pubs in and around the St Thomas St area...



Early Morning

04h00 to 07h00

As night turns to morning, there remain crime incidents but at this stage they are almost exclusively around the Esplanade cluster of early morning licensed venues.

There is a likelihood that crimes and assaults committed during these hours can be more violent and/or result in more serious injuries as both perpetrators and victims can be more intoxicated than at earlier stages of the night.

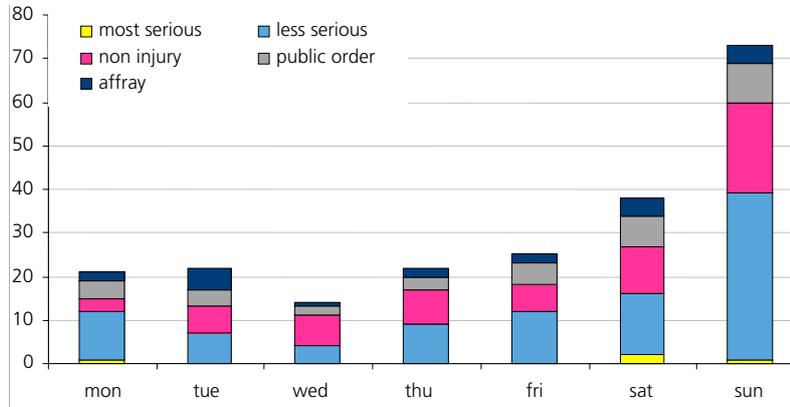
Further research is required to determine whether the introduction of an earlier closing time for these venues (or at least an early stop on alcohol sales) would simply move these crime incidents earlier into the evening or whether they would just not happen at all.



... and with later opening hours on almost all of venues in this area, crime incidents remain, right through to the early morning.

02 Context

number of incidents



Assaults and Disorder in Weymouth Town Centre

Day of the Week / 2010 only

Source: Violent Crime in the Weymouth Night-Time Economy, Trends in Recent Years, Dorset Police.

Day of the week data

The day of the week trends during 2008 and 2009 suggest an obvious emphasis on Fridays, Saturdays and Sundays. When considering the time analysis, this is likely to be specifically Friday night into Saturday morning and then Saturday night into Sunday morning.

Interestingly, 2010 (chart, left) shows a rather different picture to previous years, with an overwhelming emphasis on Sunday. This may tie in with the 2010 time trend where there is a much greater emphasis on offences occurring between 03h00 and 06h00. Therefore a far greater proportion of crimes were occurring early on Sunday morning during 2010 as opposed to the previous two years.

72% of all assault and disorder crimes occur between 21h00 and 07h00

50% of most serious assaults occurs in the 4 hours between 02h00 and 06h00

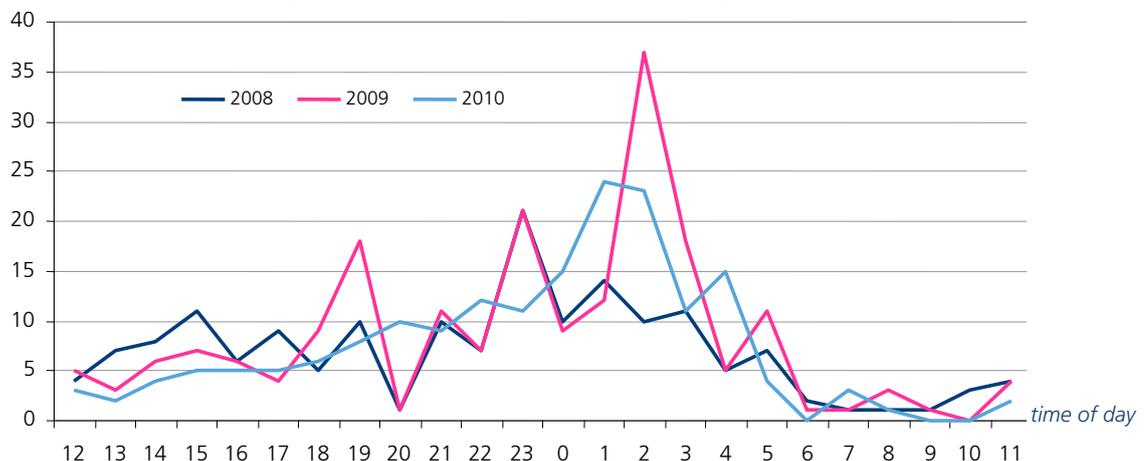
32% of most serious assaults occurs in the 5 hours between 21h00 and 02h00



Public order arrest times

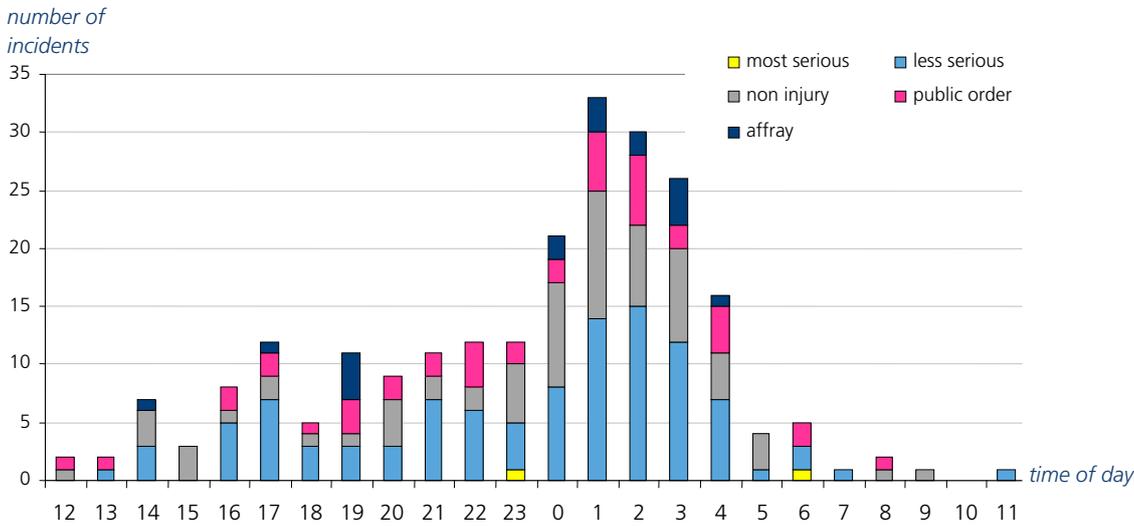
The peaks for public order arrests are between 01h00 and 03h00. There does however appear to be an increasing emphasis on peak times, with the 2008 pattern much more evenly distributed across the day than the 2009 figure, which is has a very clear peak at 02h00, as does the 2010 figure.

number of incidents



Public Order Related Arrests in Weymouth Town Centre / Time of Day / 2008-2010

Source: Violent Crime in the Weymouth Night-Time Economy, Trends in Recent Years, Dorset Police.



Assaults and Disorder in Weymouth Town Centre / Time of Day / 2010 only
 Source: *Violent Crime in the Weymouth Night-Time Economy, Trends in Recent Years, Dorset Police.*

Assaults and disorder times

Peaks for assault and disorder between 2008 and 2010 were between 01h00 and 03h00. The exception to this is for most serious assaults but the numbers of these are very low. However levels appear relatively higher after 03h00 and up to 07h00 during 2010. A much higher proportion of crimes take place between the two hours between 03h00 and 05h00 during 2010 (18% of total) than in the previous years (12%).

18% of all assault and disorder crimes occur between 03h00 and 05h00 in **2010**

12% of all assault and disorder crimes occur between 03h00 and 05h00 in **2009**

An important finding of the Local Alcohol Profile for Weymouth & Portland for 2010 (sourced from Local Alcohol Profile for England, produced by the North West Public Health Observatory at Liverpool John Moores University) are figures for all recorded crime where alcohol was a factor, based on survey data of arrestees who tested positive for alcohol.

This shows that Weymouth & Portland has notably above-average rates of alcohol-related crime relative to both the county and the country as a whole with approximately ten such crimes per 1,000 people in 2008/9.

Crime summary

The data supplied by Dorset Police and extracted from the 2010 Local Alcohol Profile, together with the land use mapping exercise, forms a compelling picture of crime and disorder across the town centre across the daytime, evening and night-time. The four following conclusions can be drawn:

Crime in Weymouth has fallen over the last three years, with marked reductions in serious violent crime in 2010 over previous years.

There is an obvious relationship between crime, disorder and alcohol-led premises of a certain type (e.g. dancing, music orientated)

Many crime incidents are occurring later into the night and some are now happening towards the beginning of the following day time

There is a greater emphasis on one Saturday/Sunday "big night out" rather than two peaks of Friday/ Saturday and Saturday/Sunday.

KEY LICENSING ISSUES

The project also examined licensing data and while Weymouth does not yet have a major cluster of late night and early-morning venues, in comparison to other towns of similar size, nine 24-hour licences is unusually high, although five of those are hotel bars and the others are a legacy of previous hotel uses. This high number suggests that limitations of future numbers of late night and early morning licenses may be required. See page 80 to 82 for a discussion of policy changes that could deliver this.

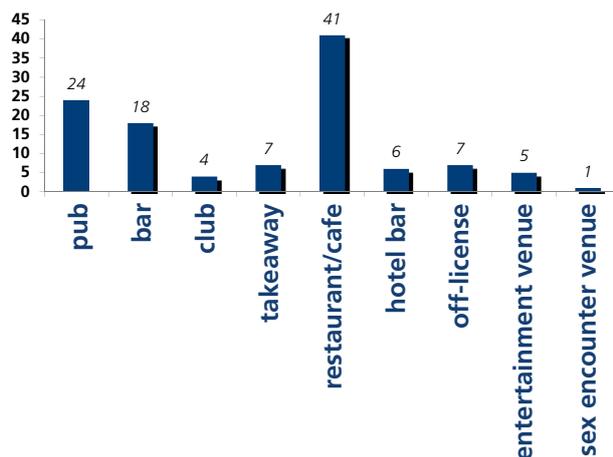
Restaurants and cafes are the largest subgroup of licensed premises in the town centre, with over 40 venues. However, most are cafes, tea rooms, fish and chip restaurants and a few curry houses. There are only a few fine dining establishments, family-friendly or "casual dining" restaurants. The engagement process (see pages 36 to 45) identified a need for the likes of Pizza Express, Nandos, La Tasca, Wagamama or their local equivalents to meet a latent demand for this type of night out.

// Everyone just used to funnel out.... I can't remember the name of the street, where you've got the fast food outlets? Westham Road, that's it. There used to be a mass group of people there because the pubs all kicked out at the same time. That used to put me off. I remember that because I'm a bit older than some of these others! //

** young persons focus group*

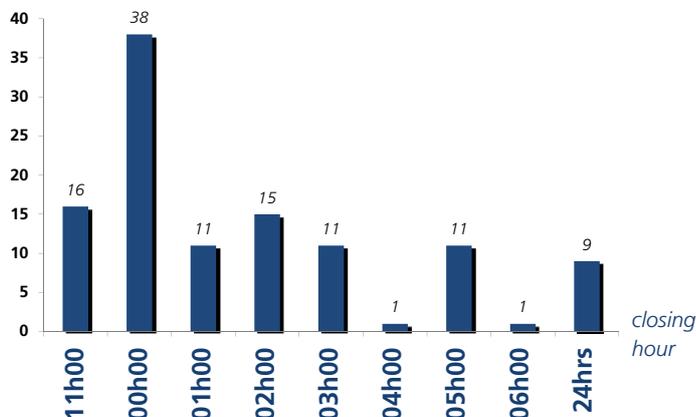
Number of licenses in Weymouth Town Centre, by type

Source: Weymouth & Portland Licensing Data



Number of licenses in Weymouth Town Centre, by closing hour

Source: Weymouth & Portland Licensing Data



Research for this project with the licensed trade revealed a general disquiet with the current situation surrounding later and later licenses, moving into the early morning. This included difficulty in recruiting and retaining staff, the loss of team camaraderie due to shift working and the feeling that if one premises begins to open later, all need to follow if they are to remain competitive. One concern raised was about those in the 18 to 24 years age bracket, who have been of legal drinking age since the 2003 Licensing Act came into force in 2005, allowing for the creation of the late night and early-morning venues : this group “know no different” as they have never experienced the previous era of widespread closure not long after midnight. It was felt that persuading this cohort to come out earlier and go home earlier may not be so easy.

“ If we are able to bring it back closing time to 3am that would be a good thing for nearly all of us. Even those with a very late licence would still get trade because it would force people to come out earlier. So long as I get my three hours of trading then I am happy ”

“ We would be happy with that. I don't think it will be such a kick out as it used to be and we can work on dispersal for venues, a wind-down time. We used to manage it OK, so no reason why we can't again ”

“ The big issue with earlier closing is how to manage those people as they emerge from venues. It will put increased pressure on taxis but I'm sure it's something we can manage. We might then need taxi marshalls, although I don't think we need them at the moment ”

“ I think we can all agree that 24 hour licensing hasn't really worked. We need to do something differently ”

** licensee focus group*

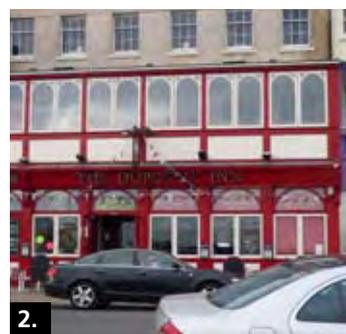


There are a series of interesting issues that surround the current licensing regime :

1. Stag and hen parties are often attracted by the very late licenses but their presence in can be off-putting to other people and can deter greater numbers of higher spending visitors.

2. What would the effect be on the town if the “super late” venues were required to close earlier? Would it reduce crime or just push it back into the earlier part of the night?

3. There are some great traditional pubs in the town, but has the range of operations become more limited as venues all start to chase the same late night customer?



OTHER KEY MESSAGES

The project research revealed a range of issues about the town, not simply confined to issues of urban form, pedestrian movement, licensing and alcohol-related crime and disorder. The engagement process (see page 36 to 35) ensured that the project was broadened to cover issues about the town's current and potential performance after dark and a vision for the future.

In many towns and cities in the UK, unlike many other European countries, there can be a sharp decline in activity once shops and offices close. Or, town centres after dark becomes the exclusive domain of young people and become associated with drunkenness and violence. This can make them feel like a "no-go area" for large parts of society.

There are good examples in Weymouth of responsible venue management, licensing and drinks promotions but all this needs to be seen in the context of how the contemporary town functions at night – the uses and activities, the streets, spaces and buildings, the users and the non-users.

Therefore, this project looked to see how licensing, urban design, planning, marketing and communications (as part of a wider set of mechanisms) can all play a more active role in shaping the sort of Weymouth people we would like to see after dark.

Access and Movement

The design of streets, spaces and buildings can directly affect the behaviour of different groups in the town after dark.



The smoking ban has forced some pub users onto the street and has created conflict between smokers, bus users and families in and around the Town Bridge.

// After the cinema, me and my daughter felt really uneasy using the bus stop outside The Rendezvous so we walked across the river to the bus stop near to the Council offices ... not ideal! //

** stakeholder interview*



Live Music

For many, music is a vital ingredient for a good night out but the quality and range of styles does not cater for everybody.



There is a ad hoc promotion of the live music scene, with fly posters on utility boxes making the town look scruffy.

// A lot of the live music scene is just cover bands and that's not really for us, it's for an older crowd. It's a bit safe really //

// Bar Banus seems to be the only club that takes DJs from the underground scene and brings them into Weymouth //

** young persons focus group*



Policing

Getting the policing strategy right — a balance between keeping the town safe but not being overbearing — is necessary to reassure all user groups and age ranges.



The police presence is reassuring to many but can the current required level of resources be maintained?

// Young people say the police presence is intimidating? Good. It should be! //

// But when I see plenty of police on the streets on a Friday and Saturday night my blood starts to boil. What annoys me is that the number of police who have to work the Friday and Saturday nights covering the pubs and clubs is so great it completely dissolves the amount of cover the rest of the town receives //

** older persons focus group*

The Details

Even little things can affect how inclusive and welcoming a place is.



There can appear to be a lack of choice in the range of venues across the town centre.



// Many of the cafes have either high stools or really low sofas and chairs, which are difficult for elderly people to use //

** workshop participant*



Positivity

A welcoming place that sends out positive messages is likely to get repeat visits.

There could be a more welcoming, polite and positive approach to instruction and signs.



// There often appears to be a 'no' culture in public places.... don't do this, don't do that, especially with signs. We need to turn this around to become a more positive place if we are really to succeed as a destination //

** stakeholder interview*



Food and Drink

There is significant potential for a premier food-led destination on the south coast. Weymouth already boasts some fine dining but has the capacity, setting and urban character for much more of this type of use.



The heritage buildings by the water lend themselves well to restaurant conversion.

// I can't think of anywhere else like this along the south coast.... well, I can't think of anywhere else like this, anywhere! //

** business stakeholder, talking about the waterside setting at the harbour*

// How important is being by the water to us? Crucial! //

** restaurant owner interview*

Events

The town has some fabulous outdoor venues for a range of events and festivals — the beach and the quayside in particular — to animate and enliven the town after dark.



There is a vibrant festival and events calendar in the town, but few of them extend from the daytime into the evening or into the night.

// The events strategy is a key part of social cohesion. The activity helps to actively engage people, it covers all aspects of social inclusion. Events can prevent anti-social behaviours and be a good diversion //

** stakeholder interview*

ECONOMIC ASSESSMENT

As part of the research for the project, an assessment of Weymouth & Portland's night-time economy was undertaken. This helped provide an evidence base for the current situation and predict future trends. It also helped underpin many of the findings from the engagement process.

Decline not growth

Generally, business numbers and employment in the night-time economy are declining.

In Weymouth & Portland, there was a 10% fall between 2006 and 2009. During the same period, West Dorset saw an 8% decline and Bournemouth and 11% decline.

The food sector

The strongest sectors are accommodation and food. The night-time economy in Weymouth is weighted towards accommodation and food with 36% of all businesses accommodation-led and 28% of firms, food-led.

The drink sector

The drink sector is a large proportion of the after dark economy in Weymouth & Portland, with 15% of firms being drink-led, compared to just 6% in Bournemouth, where the after dark economy consists of proportionately fewer drinks-led businesses and more in food-led. This indicates a potentially more "balanced" night-time economy

in Bournemouth and scope for Weymouth to increase the number of food-led operations. This has been supported by the stakeholder interviews and focus groups that identified a real opportunity for a leading "food-destination" by the waterside.

Day trippers

In 2007, 68% of visitors to Weymouth & Portland were day trip visitors, the rest were staying visitors. Visitors most often visit the area in a group of two adults without children, only 19% of those visiting are families or adults with children.

of staying trips, but 13% of staying visitor expenditure whereas those staying in serviced accommodation make up 28% of staying trips, but 35% of staying visitor expenditure. The stakeholder interviews revealed an aspiration for better quality accommodation, including hotels, and this could go some way to increasing visitor spend in the town. There are proposals for conversion of the Brewer's Quay building in Hope Square into a hotel and the After Dark report would support investment in high quality serviced accommodation in the town to meet identified needs.

15% of after dark businesses in the Borough are drinks-led

The majority of visitors are retired. Two thirds of visitors are over 55 years. Yet, despite these figures, the engagement process identified a need for what has been termed "family-friendly" restaurants (e.g. Pizza Express) but the midrange price point of these chains appeals to a wider range of people, not just those with children.

Staying visitors

These spend more per day than day trip visitors. Staying visitors spend most on accommodation, followed by food and drink and travel. Day visitors spend most on food and drink, followed by shopping. Meanwhile, those staying in self-catering accommodation make up 8%

The 2012 Games

The hosting of the Olympic sailing events is likely to significantly increase visitor numbers, during the Games themselves and afterwards. This will be an opportunity to demonstrate a shift in the offer and perceptions about the town after dark. The visitor profile of Olympics-related tourism is likely to be much younger and more family-based than currently, and so this presents much opportunity to diversity both day time and night-time activities in this direction.

The Games will be an important factor in supporting the growth of family-friendly operations. The engagement process with local

stakeholders identified a lack of mid-range restaurants, such as pizza chains. The combination of the economic assessment and the local engagement process suggests that addressing this missing segment of the market would benefit tourists and visitors alike.

of residents of Weymouth & Portland work in bars. This is equivalent to approximately 900 employees. This is not only more than double the national average, but the second-highest of all 326 local authorities in England.

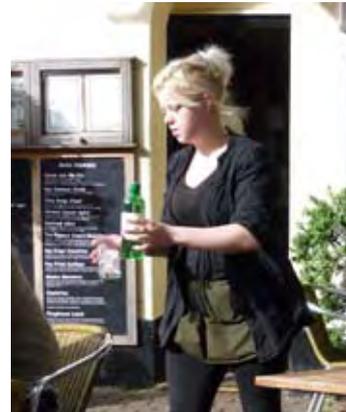
There are 900 bar workers in Weymouth & Portland, more than double the national average

In Weymouth, visitor numbers have been forecast to rise from just under 3 million in 2008 to 3.3 million in 2012, with an additional 10% to 15% increase during the sailing events.

Employment rates

An important finding of the Local Alcohol Profile for Weymouth & Portland for 2010 (sourced from Local Alcohol Profile for England, produced by the North West Public Health Observatory at Liverpool John Moores University) is that 4.6%

This trend of above-average rates of employment in bars is also evident in most other local authorities in Dorset, particularly Purbeck district, presumably due to the need to serve the sizable tourist population. This is reflected in the fact that the average for the South West region (2.4%) is higher than for England as a whole. Much



Work in bars, cafes and restaurants forms a significant part of the employment base in Weymouth town centre.

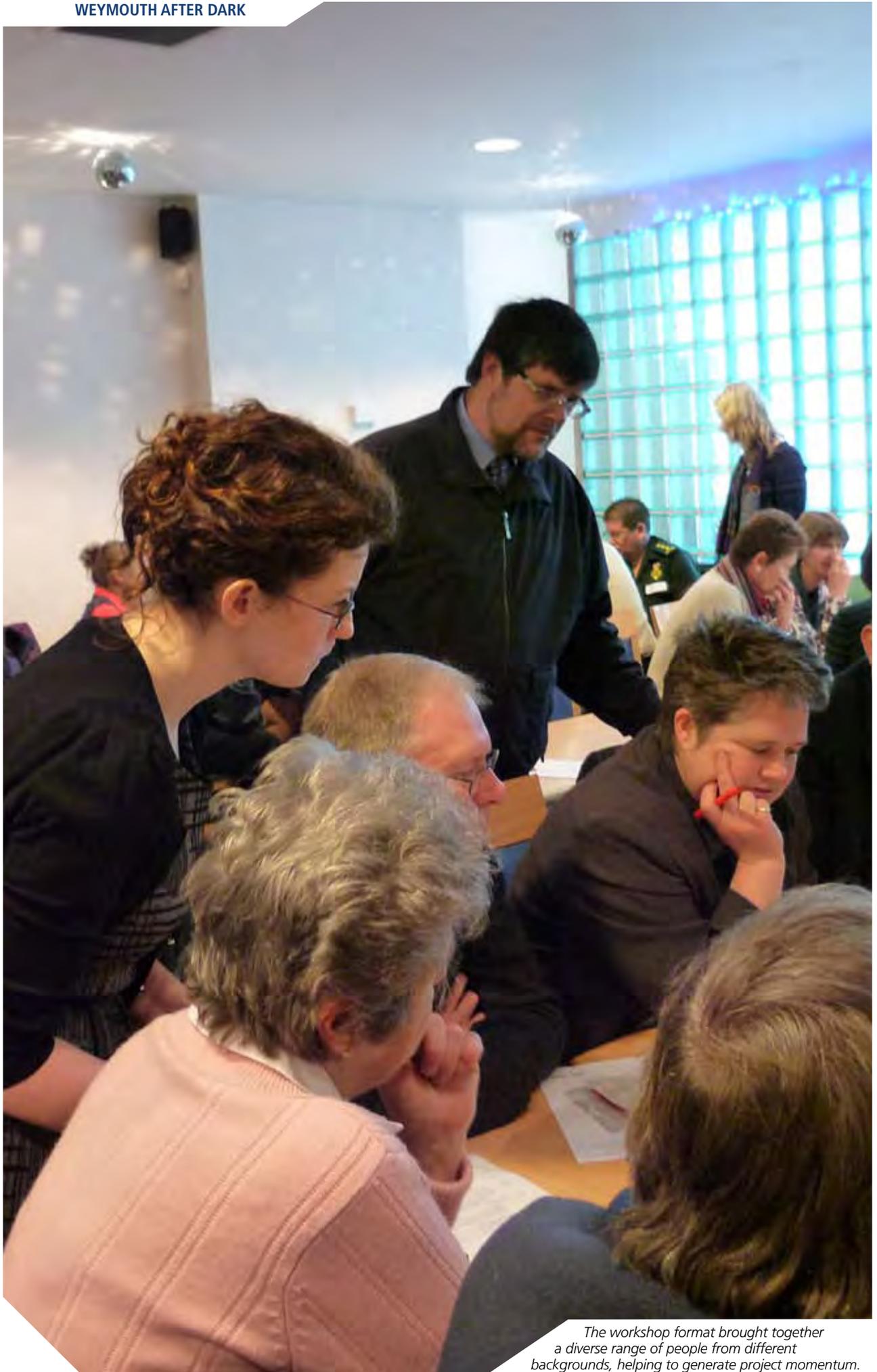
of this already disproportionate employment in bars and pubs is concentrated in Weymouth town centre, the main focus of the Borough's night-time economy.

Work in bars, cafes and restaurants provides employment for a sizeable proportion of the local population. Support and enhancing the after dark economy will therefore make a difference to the everyday life of many Weymouth workers.

Increasing the diversity and range of bars and cafes in Weymouth will not only give consumers greater choice, it will also give the working population increased choice over the types of employment on offer.



03 Engagement Process



The workshop format brought together a diverse range of people from different backgrounds, helping to generate project momentum.

03 Engagement Process

The involvement of a variety of stakeholders, including residents, business owners, licensees, the police, elected members, officers from the Council and community groups, has been critical in developing this report and the after dark vision for Weymouth. The techniques used in the engagement process comprised a series of one to one stakeholder interviews, a series of small focus groups and two half-day workshops, each attended by around 70+ stakeholders.

The purpose of the engagement process was to ensure that the emerging ideas for change would respond to specific issues and concerns of everybody. It also helped uncover a range of issues that would otherwise have gone unrecognised.

In terms of project momentum, the half-day workshop sessions were particularly useful in bringing together

stakeholders who would not usually share each other's company. For example, paramedics, bar owners, council members and taxi drivers all exchanged ideas and observations. This helped to develop a shared sense of purpose and ownership amongst those involved over both the project itself and the bigger objective of the town's future.



The half day workshop events got positive media coverage in the local press (courtesy of Weymouth View From).

First Workshop — 05.03.10

Councillor Ian James, brief holder for Community Safety welcomed participants to the first workshop on behalf of the Council. It was explained that the purpose of the event was to allow the study team to learn more about the different perspectives on Weymouth after dark, essentially what are the positive features and which issues needed to be improved. A key output was regarding a “direction of travel” — what sort of after dark experience should the town have in future? This was to be expressed on a graph (see page 41)

Following introductory presentations from the project team and a walking tour of the town centre, the stakeholders were divided into eight workshop groups. The event was given focus by asking participants to focus on seven key questions:

1. *In which areas do you feel safe after dark?*
2. *What areas do you avoid after dark?*
3. *Are there conflicts between daytime and night-time uses?*
4. *Which groups are under-represented in the town after dark?*
5. *Does the town function differently in summer and winter?*
6. *What range of activities are on offer and how are these spread about?*
7. *What is your vision for Weymouth after dark?*

Participants were asked to note down all responses on plans of the town to ensure that the spatial dimension of each response was understood. For example, in exactly which streets and spaces do people feel uneasy after dark? This level of detail has been significant in informing the recommendations of this report. There follows a summary of the key workshop responses.

Safe streets and spaces

A general and widespread response to the question of safety was that people felt most safe in areas of good visibility, where there were lots of people present (including a police presence), there was a high level of activity, where the street lighting was good, and where CCTV was in operation. Two groups noted that they felt safe the majority of the

**displays
of public
drunkenness
are a
significant
factor in
making
people
feel unsafe**

time, except in the streets immediately around some of the louder pubs and clubs during closing time — displays of public drunkenness was a significant factor in making people feel unsafe. Several groups noted that they felt that older people and women often felt less safe after dark compared to other user groups. One group was concerned that the local media and the publicity it generates around negative night-time stories raised perceived levels of fear about the town centre after dark, even if the reality was quite different.

Unsafe streets and spaces

The space behind Debenhams was noted as a place which felt less safe because of the narrowness of the lanes, the poor lighting and the fact it is very quiet after dark. Yet this area was also identified as a key



// Seven out of the eight groups felt there was conflict between daytime and night-time uses //

// The walkabout revealed a pinch point by the Rendezvous pub, with narrow pavements and bus shelters squeezing the space available //



// Areas commonly avoided included Westham Road as young, drunk people congregated there for taxi's and takeaways //



// People felt most safe after dark in areas where the lighting was good, where there was good visibility and where there were lots of people present //



Images from the first workshop event, held at the New Victoria Hotel, Weymouth, on 05.03.10.

route between some of the surface car parks and the cinema and so was used “regularly but reluctantly” by many people. Another area specifically mentioned as feeling less safe, was the Chapelhay steps behind the Holy Trinity Church because of the poor lighting. There was also anecdotal evidence that drunken people and groups often gathered there. The project team’s overnight audit witnessed antisocial behaviour (public urination) in this area.



The Chapelhay Steps are dark and secluded and provide an opportunity for anti-social behaviour.

In a similar vein, the underpass at King Street was also cited as a place to avoid because of poor lighting, a sense of fear about limited routes out and it often had people taking shelter there, which made others feel uncomfortable. One group noted that they thought there was more trouble, or a greater likelihood of trouble, when the Army are in active training, at camps in Bovington and other nearby bases. On such occasions, they felt the town was best avoided.

Daytime / Night-time tensions

Seven out of the eight stakeholder groups felt there was conflict between daytime and night-time uses in Weymouth. The most common conflicts identified were created by the early morning licences, when people who had been out all night encountered business openings in the morning and families, shoppers and tourists who had arrived early to enjoy the town and beach. Also identified was the mess they created, including rubbish and vomit making walking the streets an unpleasant experience for bin men, postmen, street cleaners and early morning walkers and joggers. This sort of day/night conflict was most common, it was felt, on the Esplanade.

Five out of eight groups said there was a limited range of activities after dark

A broader representation is needed

It was generally considered that Weymouth’s entertainment offer catered primarily for those aged between 18 years and 40 years old and that people outside the age range were under represented in the town centre after dark, principally because there was a limited range of activities for them to enjoy.

Seasonal differences and a range of activities

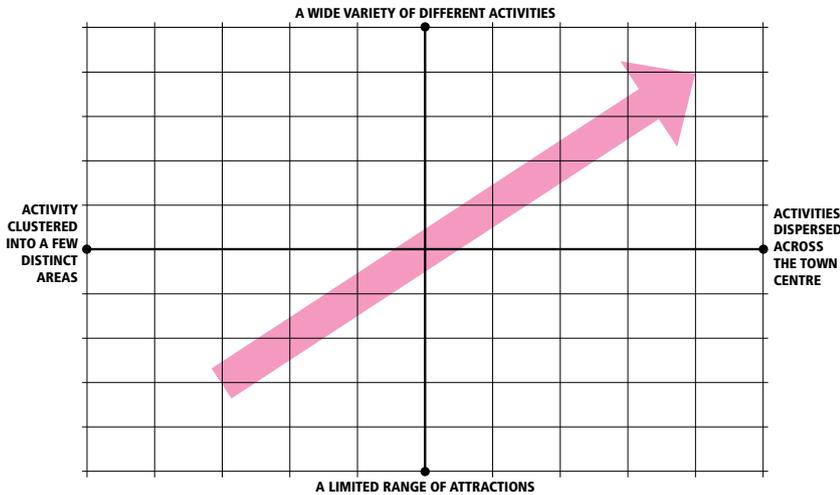
Five out of eight groups considered that Weymouth had a limited range of activities after dark, especially in winter and most participants said they would like to see a wider variety of activities all year round and more widely distributed around the town.

Finally, participants were asked to come up with a catchy slogan or vision statement to describe the sort of place they would like to town to become after dark. These included :

a town for all seasons; the event destination; a place for everyone; spoilt for choice; the place to be; activities for all

The diagram below shows the general “direction of travel” for a town centre after dark vision

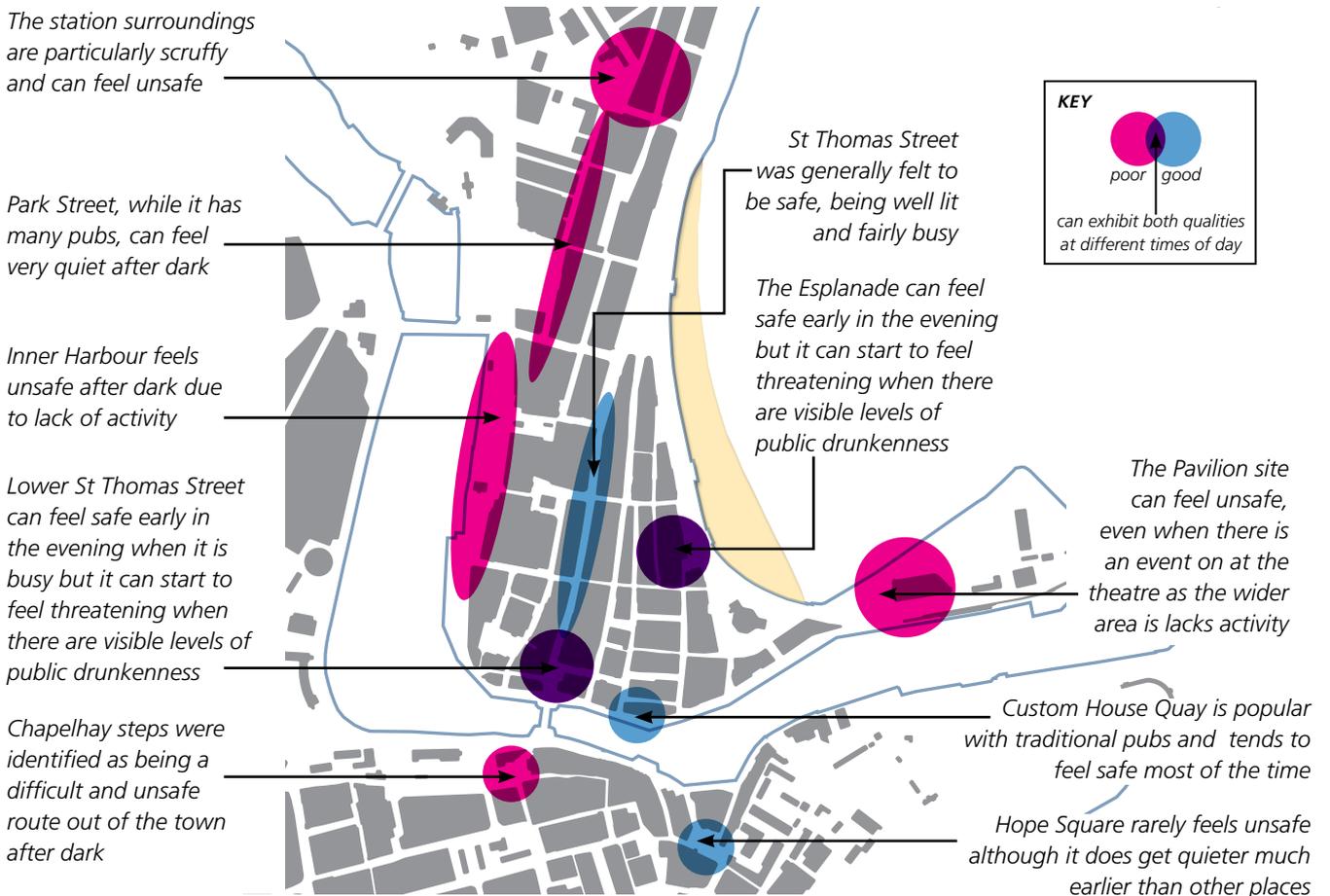
Source: First Workshop 05.03.10



All groups were asked to plot an arrow on a graph, linking two points. The first point was to represent where the town is now and the second where the town should be, both relative to the range of after dark activities it has on offer and their clustering or dispersal. The majority of participants felt there was not enough choice and existing activities were too clustered. This is reflected in this diagram (left).

The diagram below shows the ten main issues relating to crime and fear of crime.

Source: First Workshop 05.03.10



Second Workshop — 29.04.10

As with the first workshop, Councillor Ian James, brief holder for Community Safety welcomed participants to the event on behalf of the Council. The project team reported the findings and feedback from the first event and explained the focus now would be on a vision for the future, picking up on the last question of the first event.

The participants were divided into eight workshop groups and were asked to discuss and developed a vision for the future of Weymouth after dark using the town's existing positive assets but adding to this future opportunities. All ideas had to be marked on a plan to ensure the vision had a spatial dimension. Each group was given a pack of sticky dots of different colours, each colour representing a different type of after dark land use (e.g. club, pub, restaurant, live music venue etc) and asked to apply these to the plan to show how their town could function in the evening and at night.

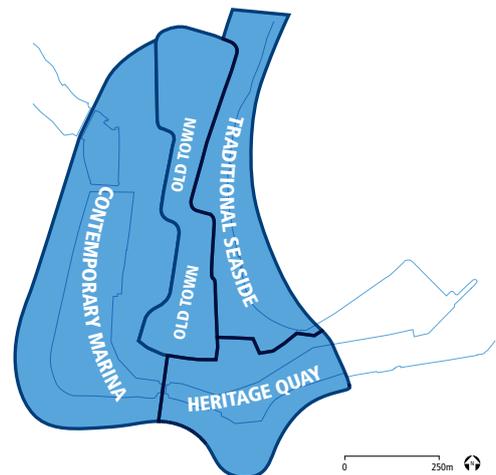
The Harbourside (Heritage Quayside)

Every group recognised that the Harbourside was not playing to its strengths as well as it could do. For example, Custom House Quay was seen by many as a place that should "mirror" the qualities of Trinity Road and Cove Row on the opposite bank.

It currently feels too much like part of the central section of town and not enough like a quality waterfront, in the way the southern bank does. This change could be brought about through more top quality restaurants and increasing the number of sitting out areas, particularly as it is south facing.

Participants considered that the southern bank of the Harbourside, together with Hope Square, should both stay much as they are today, but that the quayside, could be enhanced by removing parking to make room for more sitting out area.

Every group saw enormous potential for the waterfront around the Inner Harbour



During the introduction to the workshop, the idea of four distinct character areas (above) for the town after dark were introduced by the project team. The responses are therefore organised around these geographic areas and provided the basis for the After Dark Vision explained in Section 04.



// Every group recognised the potential of the Pavilion peninsula as a new after dark destination for everyone //



// Participants saw opportunities to create more activity on Commercial Road through family friendly and top quality restaurants //



// Many groups considered Alexandra Gardens an eyesore and asked for it to be relocated and replaced by high quality open space with outdoor seating //



Images from the second workshop event, held at the Prince Regent Hotel, Weymouth, on 29.04.10.

The Inner Harbour (Contemporary Marina)

All the groups saw enormous potential in this area, with opportunity for the redevelopment of car parks for more “family friendly uses” with sitting out areas along marina and a new walk and cycle route around the whole of the waterfront, helping to introduce new uses and activities on either side of the water. Commercial Road needs more life and activity on the street, particularly after dark and a “circuit concept” would help significantly in delivering this.



Proposals for more outdoor seating would be supported, even at the expense of car parking spaces and traffic movement. More on this on pages 84 to 85.

The Esplanade (Traditional Seaside)

There was agreement that this area should focus on good quality public realm and beach-side activities, with a new lighting scheme, wider pavements and additional outdoor seating bringing further enhancements. With wider pavements and additional seating recently implemented, the groups could already see the benefits of such an approach. An opportunity was noted to spread uses and activities north of the King George statue including youth clubs and cafes, a jazz venue and live music venues but these uses should be kept close to the beach to minimise noise disturbance to the adjacent residential streets. While there was no suggestion for more clubs, bars and pubs along the Esplanade, responses were mixed in terms of what to do with what is already there — some suggesting restricting the size of the existing cluster, some said there should be active intervention to reduce the number of venues that are there now.

Trinity Road could be better if traffic was removed to make more room for more outdoor seating

The Centre of Town (Old Town)

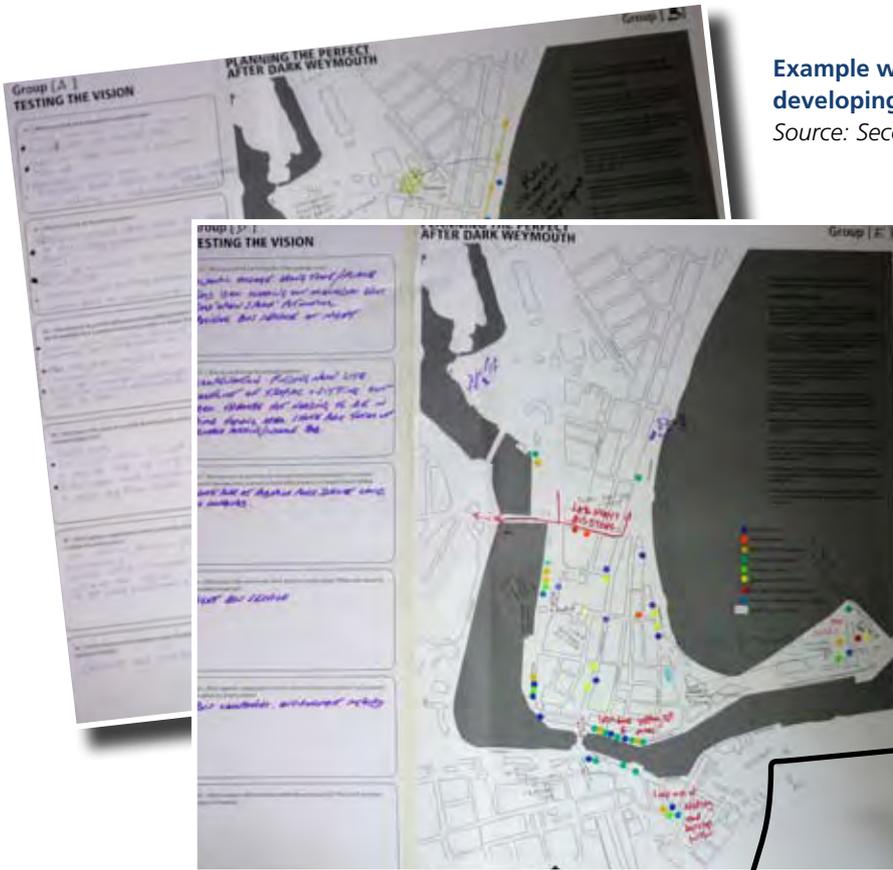
It was agreed that it was important to embrace and enhance what is already there, in particular, the old town lanes, which should be considered an asset in a similar way to the “Brighton Lanes” or the “York Shambles”. It was noted that street lighting needed to be improved where it is poor, such as Lower St Albans Street where it connects the Old Town with the Inner Harbour.

The Pavilion Peninsula

All groups recognised the potential of the pavilion peninsula as a new after dark destination for everyone. It was suggested that it could be redeveloped with attractions for all ages including, family friendly restaurants, and top quality restaurants and “late” venues such as cocktail bars that can take advantage of the views back towards the Esplanade.

Example workshop sheets, developing the after dark vision

Source: Second Workshop 29.04.10

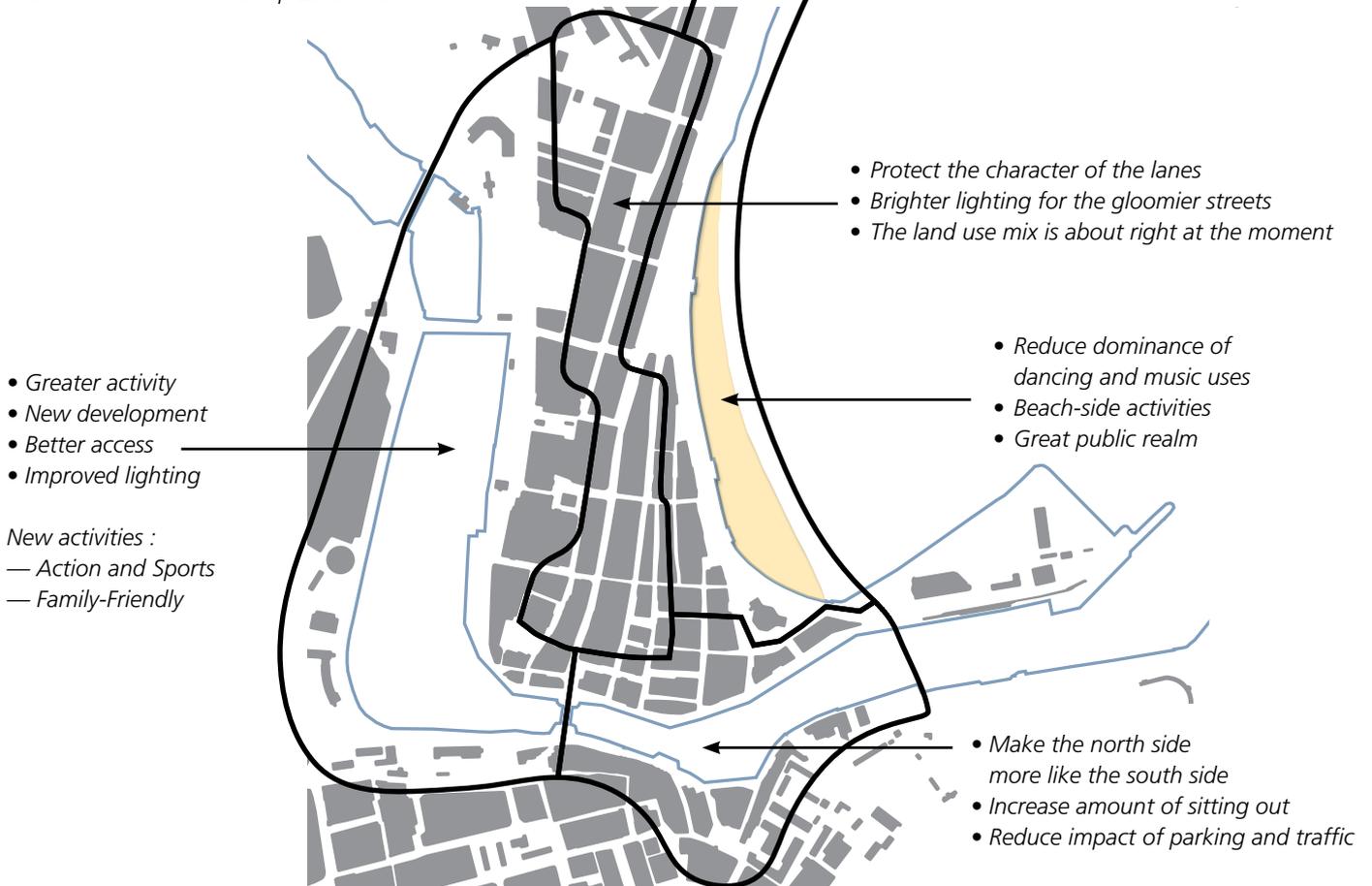


Each group was given a pack of sticky dots of different colours, each colour representing a different type of after dark land use (e.g. club, pub, restaurant, live music venue etc) and asked to apply these to the plan to show how their town could function in the evening and at night.

03 Engagement Process

The diagram below shows a summary of the shared vision for the four character areas

Source: Second Workshop 29.04.10



04 After Dark Vision



The intimacy and immediacy of water and built form is a defining characteristic of Weymouth and the town after dark should celebrate this.

04 After Dark Vision

The place-making challenge

If one message came out of the research phase of the project, it is that no one measure or action can deliver a vision for Weymouth after dark. The height of sofas and chairs, the quality of street lighting, hours of operations, pavement widths, police visibility, the stresses of shift working — all have been mentioned by stakeholders as contributing factors to the after dark experience in town, for better or for worse.

The challenge now is to attempt to bring together the needs and aspirations of everybody in ways that are supportive of each other, bring about further reductions in crime and fear of crime and respond to the specific Weymouth context. This means reinforcing local identity, making residents proud and increasing the town's appeal to visitors.

Further reductions in crime and fear of crime

The demonstrable relationship between crime, fear of crime and the density of music and dancing venues is a cause for concern. Effective policing together with best practice venue management and licensing have delivered good results in reducing actual numbers of incidents.

However, evidence from other towns and cities (such as Liverpool) shows that these reductions can start to “level out” unless other supportive actions are taken. Critical to these other actions is the broadening of the after dark offer, to include other uses and activities. This approach can bring a “peer pressure” effect into play, with a mix of uses diluting the relative intensity of alcohol-led uses, helping reduce crime further.

Weymouth — a place for everybody

The economic assessment has shown that the after dark economy in Weymouth forms a significant part of the local employment base. A vision that strives to improve the town's offer in terms of choice and helps to make further reductions in crime will not only benefit residents and visitors, but also the local workforce.

This section of the report presents a vision for the town after dark, reflecting the key research findings and the results of the engagement process — greater choice, safer and more secure, better for everybody. It draws on the experiences of other successful towns and uses illustrations and visualisations to convey the type of place Weymouth could become.

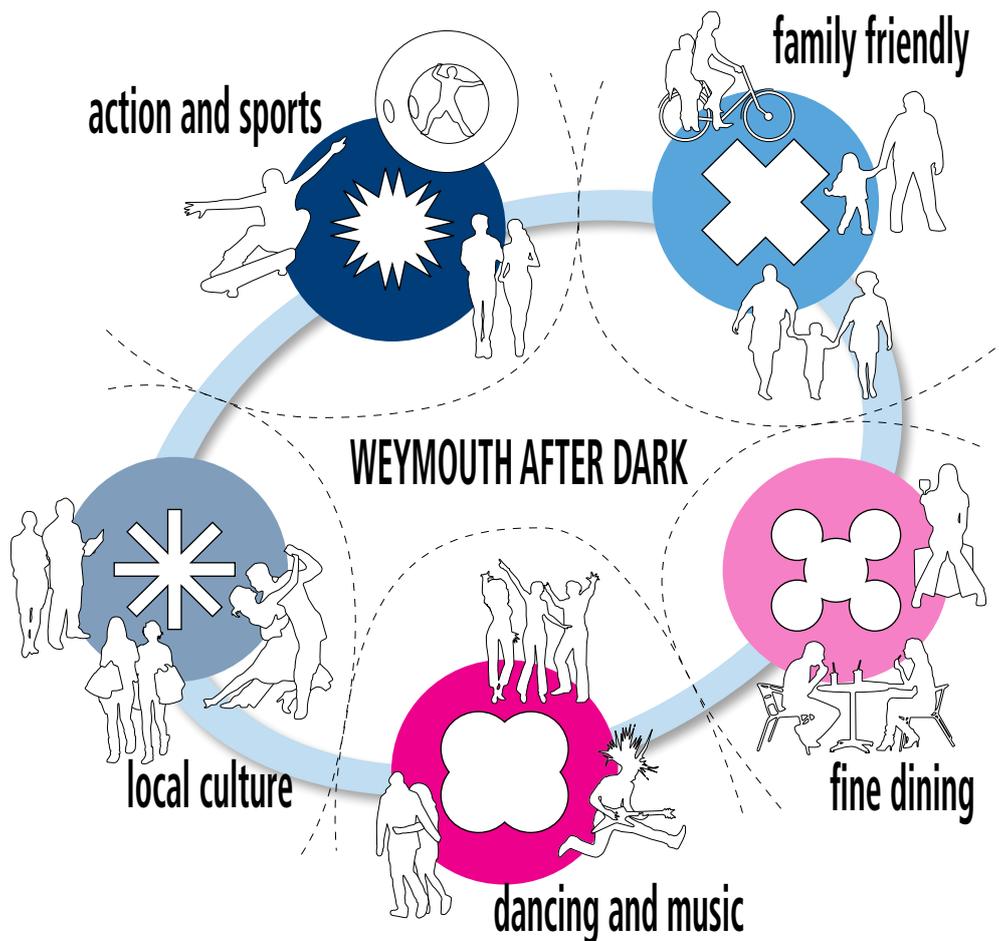
GETTING THE BALANCE RIGHT

There is currently a distinct emphasis towards pubs, clubs and music venues in terms of what comprises a night out in Weymouth for many people. Meanwhile, stakeholder interviews and participatory workshops revealed a latent desire for greater choice, more cultural events, more family-orientated venues and more high quality restaurants.

Can there be a more balanced approach? Is the dominance of Dancing and Music, and the associated poor reputation for crime and disorder, preventing the others activities from growing? This report feels it is crucial that the Council and its partners actively try to bring about a better balance in the town after

dark, one in which Dancing and Music continues to play an active role but alongside others. This is likely to help bring about further reductions in crime and disorder. As one stakeholder interview revealed:

“The way to stop this ‘alcohol problem’ is to make your town a mixed-use town so you don’t give a whole area of the town over to young people getting drunk. If you mix it all up so you’ve got families, business people.... you know, there are always people who are going to misbehave, but they are less likely to misbehave if there are amongst a different group of people.... you know, their elders and betters!”



This diagram represents the desired balance between the five themes considered essential to a safe and successful Weymouth town centre in the evening and at night-time. The present situation is too skewed towards Dancing and Music only, with other themes being under represented. This report considers it possible to bring about a greater balance in the town centre through a combination of town planning, licensing, the events strategy, urban regeneration and community engagement.

Already the mainstay of a good night out in Weymouth, this theme (comprising pubs, clubs and other alcohol-led venues) will remain a key part of the after dark mix. Self-expression, fashion and musical creativity all collide on the dance floor and it is unthinkable that the town should lose this vital after dark ingredient. However, at present the dominance of these uses, and the related crime and disorder, is likely to be a deterrent to other activities that could also be hosted in the town centre after dark. It is therefore recommended that a

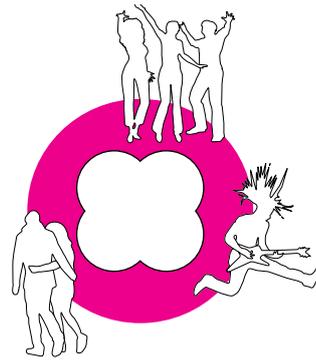
DANCING AND MUSIC

combination of policing, licensing and management measures are used to reposition this as a more inclusive and more innovative part of the mix, making room for other activities to flourish. The economic assessment has recognised a higher than average number of mainstream alcohol-led venues in Weymouth for a town of its size and so part of this approach could include a reinvention of some bars and clubs. For example, this could be a shift in operational style to cater for the post-meal Fine Dining crowd; research for this project has revealed a latent demand for bars that operating between 22h00 and 02h00, that have high

// If you put on a big grime and dubstep night, it would just be packed.... trust me, it would be. It would be off the hook. All the young people would love it... //

** young persons focus group*

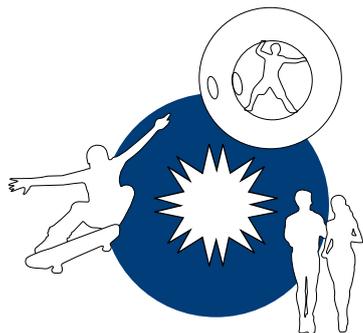
// But it would have to be an under-18s event in the right venue because it's such a young scene... //



quality interiors and quieter music, appealing to those leaving the Fine Dining establishments who want to extend their evening. Other potential diversifications could be a move towards being a food-led pub rather than an alcohol-led venue, meeting the identified need for more mid-market restaurants. Diversity within the musical theme could also be to the benefit of a wider offer. For example, music nights could reach out to a younger audience, perhaps with venues offering alcohol-free under-18s only music events on a monthly basis.



The popular music scene is more fragmented than ever, with genres and sub-genres. The town should promote variety if it is to be inclusive.



ACTION AND SPORTS

Weymouth town centre, with its extensive waterfront and beach, has an established relationship with outdoor sports. This relationship will be strengthened as the Borough hosts the sailing events of the 2012 Games. Most of this sporting activity takes place in the daytime, but there is scope for more to take place after dark, particularly in the longer summer evenings. The town already hosts successful beach volleyball tournaments and it is encouraged that more events like are held in the late afternoons and early evenings. This theme should

be seen in its widest sense, to include non-competitive keep-fit recreation such as yoga, walking, jogging and cycling. There is also a link between “weekend breakers” on sailing, surfing or walking trips along the Jurassic Coast and the places that such visitors stay overnight and where they dine in the evenings. Sports are often cross-generational, with parents supporting children’s participation, bringing a greater mix into the town after dark. They are also often organised by local volunteers and clubs, providing a strong link to the Local Culture theme. Sports are both participatory and there to be watched; many people just enjoy the spectacle and buzz that comes with a event, even if they are not sporty themselves. This ability to animate local spaces is crucial in changing perceptions of the town.

“ This is where sport comes in, it does work in that respect because the generations mix a lot more ”

** older persons focus group*



Floodlit cycle racing, Blackpool.



Could there be floodlit beach volleyball in Weymouth, under the new laser lights?

The sporting appeal of the town needs to be used to support the after dark vision.



This theme was a recurrent one in the engagement process; many respondents said there were not enough after dark activities and venues that catered for family groups. This theme seeks to provide a range of activities for family groups but also young adults and teenagers too young to be part of the Music and Dancing theme but wanting to be part of and enjoy the town centre after dark. Specific uses includes uses mid-range restaurants, such as pizza chains (of which the

FAMILY FRIENDLY

town only has two at present, Prezzo and Bella Pasta) as well as later opening of retail and leisure uses. This theme is important as the town needs to feel inclusive and those in the centre after dark need to be representative of the community as a whole – it should not be the exclusive preserve of those looking for an alcohol-focused big night out. This theme can be strongly represented through later hours shopping and non-alcohol venues, such as coffee shops, bridging the gap between traditional shop closing time and the early



evening. It also has strong overlaps with the Action and Sports theme, often where parents and children are involved together and with Local Culture, when festivals, events and ‘happenings’ (such as street theatre and lighting shows) can attract a younger crowd into the town after dark.

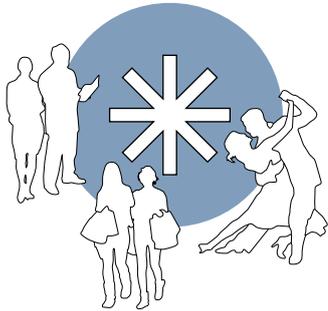


Teenagers old enough to go out together, exam and birthday celebrations, family gatherings... there is a type of mid-range restaurant poorly represented in Weymouth.

// We certainly think there could be more of the places you see elsewhere, you know, Pizza Express ... those sorts of places, where a group of kids or a family can have a good night out //

** workshop participant*





It was noted early on in the project process that Weymouth does not have “big culture” such as major museums or arts centres of the type that can be found in larger towns or cities. However, it does have an array of smaller arts and cultural institutions, local clubs, societies and social networks. These provide a basis for adding greater diversity to the town centre after dark, both inside venues such as pubs and outside, in the streets and spaces. Making this sort of local culture play a more visible and more active role in the life of Weymouth after dark will go some way in rebalancing the overall mix, currently dominated by the Dancing and Music theme. The Local Culture theme has overlaps with the

The “Time and Tide” projection event (below left) at the Nothe Fort and the outdoor cinema screening of the classic black and white film “Nosferatu” at the Clipper pub (below right) were two highlights of the recent B-Side arts festival. Weymouth should promote more events like this, that bring a wider range of people out after dark.

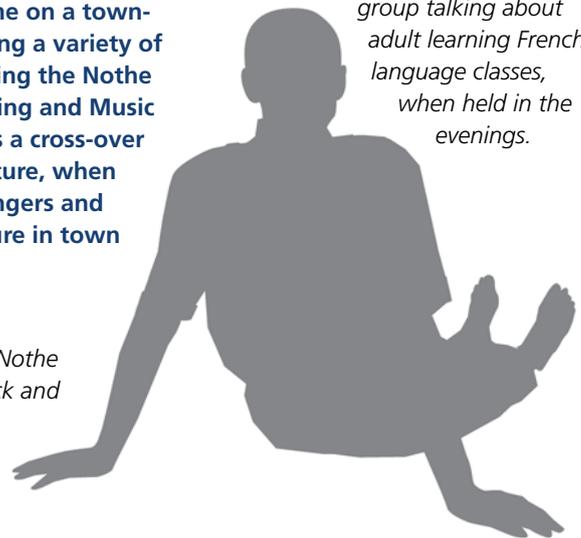


LOCAL CULTURE

Action and Sports, through the local volunteers, clubs and societies that organise and promote sport, and with Family Friendly, as activities such as junior dance classes, art classes, after school clubs and later hour retailing (especially independent shops) all combine to encourage a wider range of people to come into the town. The recent success of the B-Side arts festival, showcasing local artists and their work, demonstrates that this can be done on a town-wide scale, using a variety of venues, including the Nothe Fort. The Dancing and Music theme also has a cross-over with Local Culture, when local bands, singers and DJs get exposure in town centre venues.

// If held outside the town centre, you go, then go straight home. If it was in the town centre, when you’ve got a place you can call in and have a drink on the way back, then you can stick around and start to make friends, talk about what you’ve done and have a real shared experience. //

** older persons focus group talking about adult learning French language classes, when held in the evenings.*



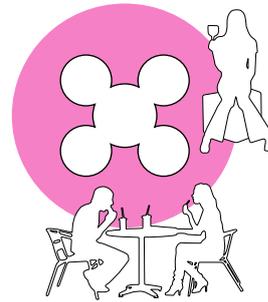
With the economic assessment encouraging growth in this area, and the town having a fabulous waterside setting, Weymouth is poised become a leading food destination on the south coast. This Fine Dining theme, comprising quality independent restaurants offering local food, is critical to the town's after dark vision as it strongly supports the visitor economy of the town and also broadens its appeal for residents. It brings a distinct user-group into the centre, those looking for good local food, not alcohol, as the focus of their night out. It also links with the Action and Sports theme as those on weekend breaks, such as sailing or walking, often wish to dine out in the evenings and at night.

Although the Harbourside already plays host to several highly-recommended restaurants, including Flood's, Vaughn's, Mallam's and Perry's, there is an identified

FINE DINING

scope for a greater number of establishments of this type. The heritage buildings in this area appeal to small-scale niche operators and this will help maintain the distinct local identity of the area.

Fine Dining can also help animate public spaces through a progressive sitting out policy, encouraging outside dining into the evenings. This ensures there is a contrast with other user groups visible in public spaces, such as those participating in the Music and Dancing theme, thereby helping moderate behaviour through a mix of people on the streets.

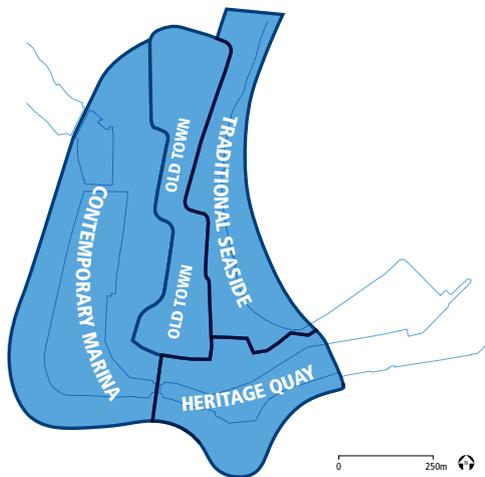


// There are some good guest houses in Weymouth and they are getting better all the time but there are still some where you get locked out at 11pm, and there's still no proper hotel... that's what we really need //

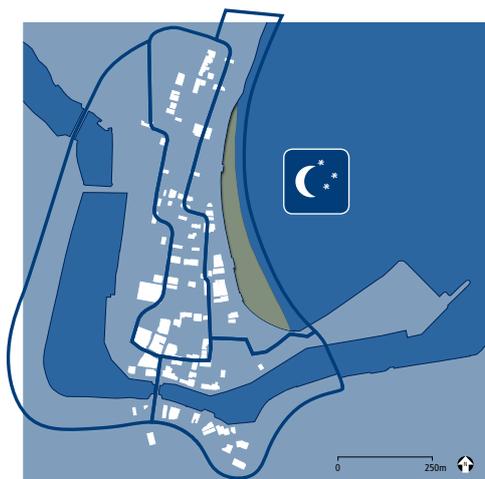
** restaurant owner interview on what those on a weekend break need most in terms of accommodation types.*

Weymouth weekend breakers are looking for high quality local food.





The character areas used in the second participatory workshop (see page 42 to 45) have been used to express how the five themes can be effectively distributed across the town.



The existing after dark land uses (white) reveal there is scope for more activity in certain areas within each character area, helping make the more economically successful and feel safer.

BRINGING IT ALL TOGETHER

The After Dark report recommends a new way of looking at how these how these key activities can be promoted in different parts of the town centre. It has already been demonstrated that the town has a well-connected grid of streets and that clusters of after dark activity are already established in certain areas.

However, there is opportunity to begin to both increase the amount of activity (i.e. increase the number of venues and operators in certain categories, such as family-friendly restaurants or fine dining) and widen the spread of activity (i.e. bring into use parts of the town currently under-utilised).

The diagram opposite begins to show how this can be done in a non-prescriptive way, developing a vision for how the town could work after dark in the future. Careful consideration into the benefits of mixing uses has informed this strategy, encouraging a wider variety of people and activities into the same places, keeping places feeling safer (and actually being safer) for longer into the evening and night.

However, this mixed-use approach needs to be tempered by ensuring that all activities are “good neighbours” to each other, avoiding conflict that can be generated by excessive noise or through one particular typology (i.e. dancing and music enjoyed by people under-25) being dominant in one particular area.

Life. Spaces. Buildings.

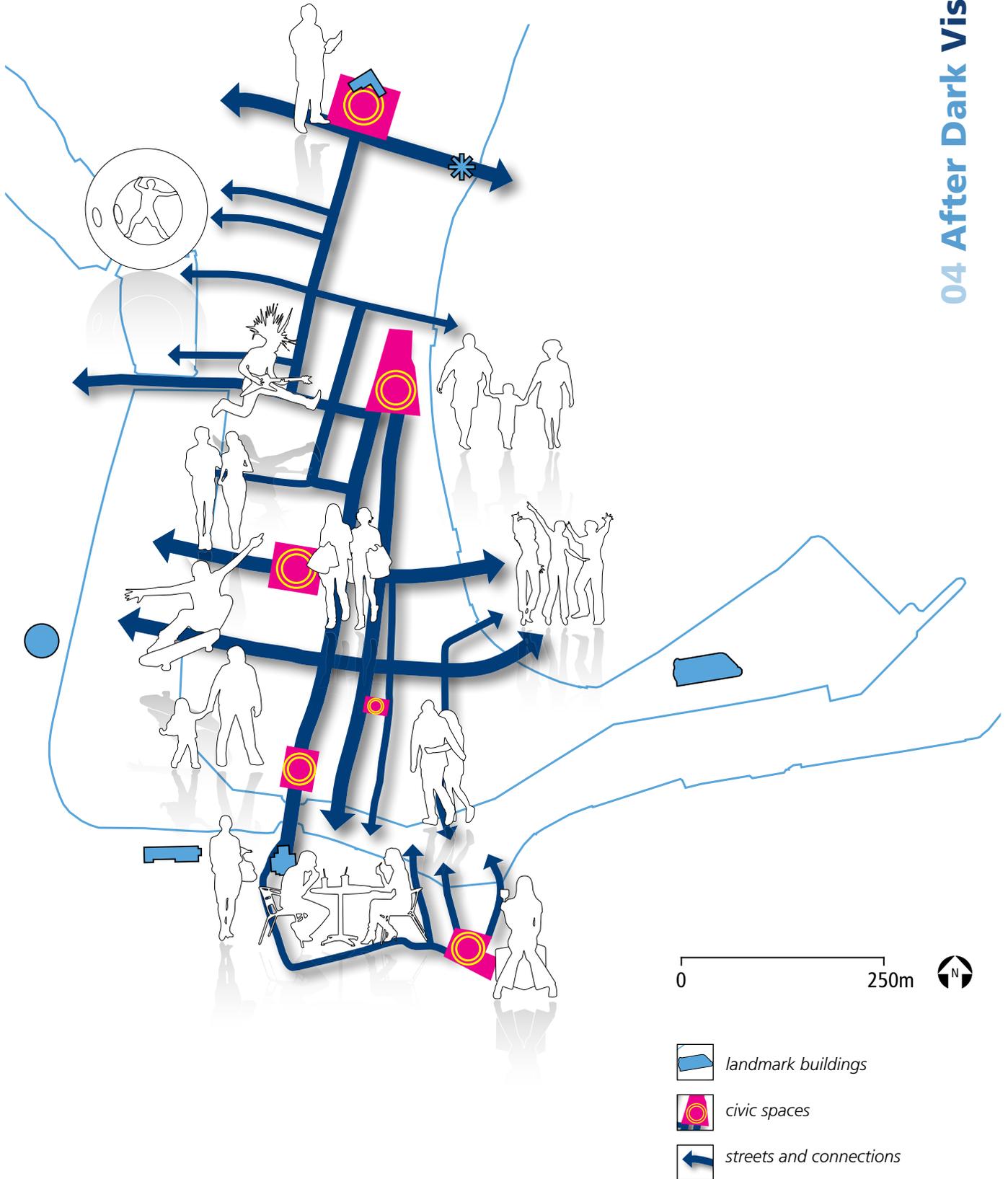
“Traditionally, planners and architects start designing new city areas and the redevelopment of existing city areas by placing and planning buildings. Public and private spaces occur between the buildings – some spaces more deliberately planned, others as “leftover space”. Life in these spaces might or might not evolve. What planners and architects ought to do is to turn this conventional way of planning up side down and introduce a more controversial planning process with the people and the life of the cities and public spaces in focus. First, we need to envision the future life of an area to be able to plan successful spaces, and when the spaces are formed we can develop guidelines for planning of buildings.”

Helle Søholt

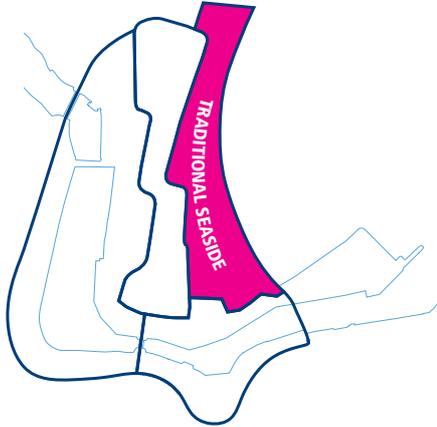
Partner, GEHL Architects, Copenhagen

WEYMOUTH — "A PLACE FOR EVERYBODY"

04 After Dark Vision



THE ESPLANADE



Uses and activities

The combination of hotels, guest houses, cafes, bars, clubs, gift shops and amusement arcades in this part of the town centre represents a classic seaside mix. The images of Weymouth as a “vintage” seaside town, captured in railway posters and postcards, perseveres in the mind of outsiders and remains a strong part of the town’s appeal.

While other nearby places in the region have a stretch of sandy beach and the associated cluster of gift shops and cafes (e.g. Bournemouth, Christchurch) and others places have a heritage fishing harbour (e.g. Poole, Lyme Regis) Weymouth is in a possibly unique position of having both features, very close to one another. This puts to town in a strong position to cater for a wider range of people looking for “their” kind of night out.

For this reason, the positive aspects of a sea front environment — as a place for fun-loving, fun-

VISION STATEMENT

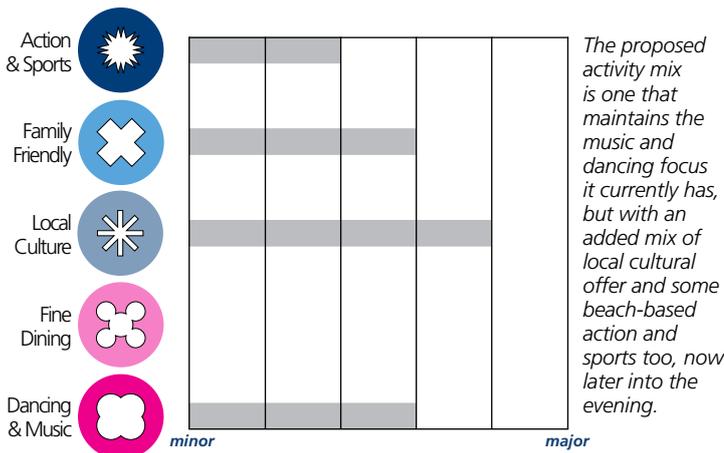
To reflect the best of the traditional seaside through complementary daytime and after dark uses in the place where the sun rises.

seeking, and the cheap and the cheerful — can be maintained while the negative aspects are designed or managed out. This is because adjacent quarters of the town centre, the Harbourside and the Inner Harbour, are able to develop strong and complementary identities of their own, as a fine dining destination and as an evening destination for families and sports activity, respectively.

In order to accentuate the positives and minimise the negatives, a first step is to resist applications for licenses and/or planning permission any new music and dancing venues in this part of town. There are already sufficient to create a cluster big enough to form a destination, generating for the town the dual and contradictory reputations of a “great night out” and “a place to avoid”.

The evidence in the crime section (pages 24 to 27) demonstrates the correlation between this cluster and incidents of crime and anti-social behaviour. Further intensification of this particular type of land use cluster is therefore highly likely to make the crime situation worse in this area.

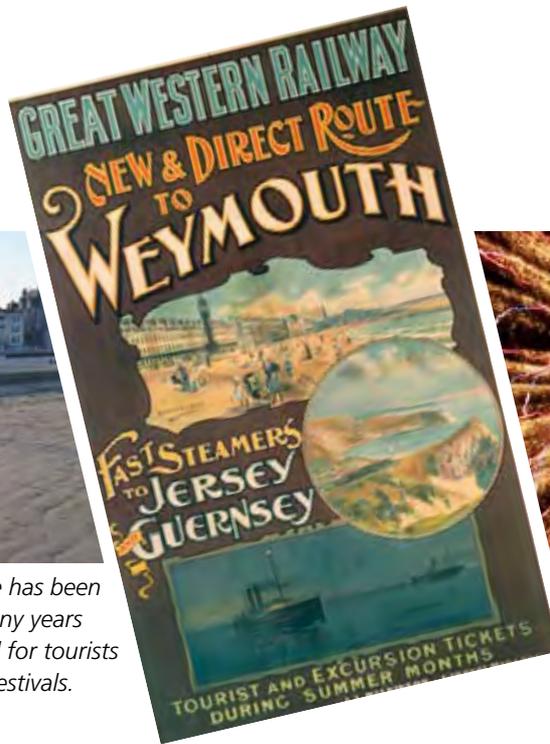
PROPOSED ACTIVITY MIX



The open and single-sided nature of the Esplanade (looking out to sea) means that noise, echo and reverberation is not an issue it perhaps is in other parts of town, where there are narrow streets. Nevertheless, disturbance to hotel and guest house residents can be considerable, both in and around this part of town and as revellers make their way home. See page 83 for more discussion on this topic.



The beach and the Esplanade has been the focus of the town for many years and will continue to be a pull for tourists and a venue for events and festivals.



Future user groups

With many young people now accustomed to starting a night out at 21h00 or later, the early evening between 18h00 and 21h00 can be left relatively quiet. Without significant retail floor space here, later shop hours would not help fill the gap. Instead it is proposed that a series of outdoor events are held to help bridge the gap. These could comprise the extension of existing events on the festival calendar, possibly starting later to offset higher overheads. Additional events, such as the low-cost local culture events proposed for the Old Town (e.g. dance classes, choir signing, chess clubs) could also be held here, providing an active connection to other parts of town. These events would attract a mixed crowd of ages and provide a "positive tone" at the start of the night, helping to moderate the behaviour of other user groups.

Hours of operation

The busiest periods of time are still expected to be 21h00 until 03h00 but with a deliberate and concerted wind-down period between 03h00 and 06h00 when no alcohol would be sold. This would allow for a period of clean-up of the public realm in preparedness for a return to a daytime of traditional seaside uses. This will help overcome current tensions regarding the overlap of different user groups.

Specific management and delivery issues

The main mechanism to deliver this is the Cumulative Impact Policy (see pages 80 to 82) supported by operations management and policing.

12-HR VISION FOR THE FUTURE



In the summer season, the beach and Esplanade will still be in full swing. Even out of season, the place is still popular with walkers, plus the hotels and secondary retailing.



As beach activity winds down, people retreat to the bars and cafes on the front. This evening period is ideal for public space events to set a tone for the night.



General pick-up in footfall as people arrive in town for a night out. Active intervention by operators and police during this period to 'set the tone' for the next 6 hours — fun and exciting, but not threatening or rowdy.

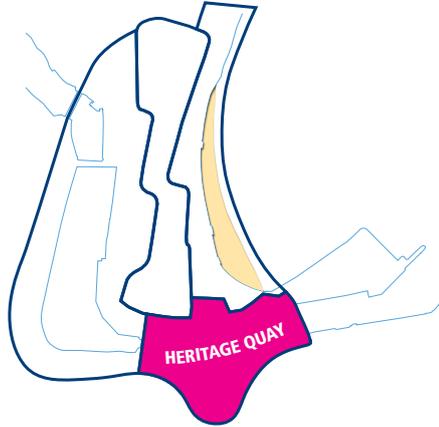


The main three hours of after dark activity, with music and dancing at the core. High levels of police presence and management to create a sense of safety.



Wind-down, not complete closure. No alcohol sales. Operators will begin clean-up of adjacent public realm and clubbers offered tea/coffee and food before heading home.

THE HARBOURSIDE



Uses and activities

The mix of restored heritage warehouses, fisherman's cottages and town houses lends itself very well to a cluster of independent restaurants and bars. The small size of these premises mean that they are unlikely to accommodate the standard format fit-out required by large national food or drink led operations. With residential uses immediately adjacent to the southern part of this quarter, issues of noise and disturbance need to be a high consideration. However, the proposed mix of uses responds to this by ensuring that fine-dining is the dominant after dark activity, a land use that is inherently quiet and subdued in nature. Underpinning this dominant use, will be a healthy mix of local activity, including the existing sailing and dive clubs and the museum. These uses should be encouraged to run more events post-18h00.

VISION STATEMENT

A historic waterside place celebrated through a food-led destination after dark that will attract both residents and visitors alike.

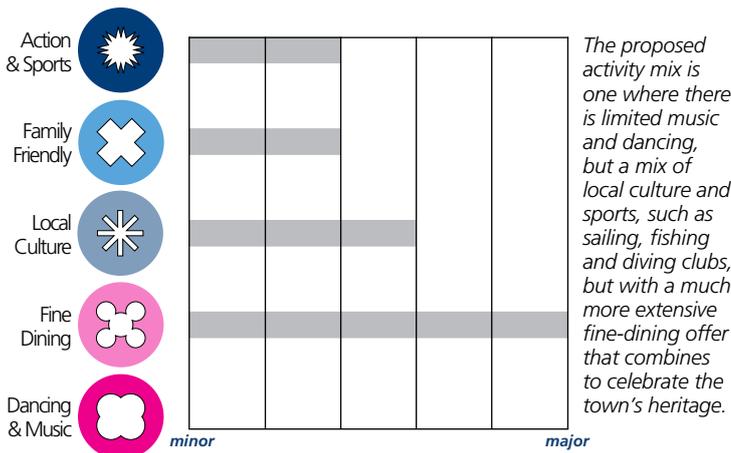
Future user groups

The fine-dining experience is crucial to the tourist offer of the town, but research for this project has revealed that a significant part of the customer base for these establishments is local. Indeed, many customers arrive on foot, living only a short walk from the area. As such, this quarter is expected to appeal to both visitors and residents alike. Alongside the young professionals, middle-aged and elderly people currently using the restaurants in this part of town, families with young children are to be further encouraged to dine here too.

Hours of operation

This quarter has a good opportunity to make a seamless connection between the late afternoon and early evening and beyond. With significant footfall during the day here, this can be captured to support the early evening through new bars and cafes that offer an alternative to the traditional pubs. These can act as "feeder" venues to the restaurants and also accommodate those who wish to extend their evening after their meal is over. It is proposed that the quarter begins to wind down between midnight and 02h00 with close-down at 03h00.

PROPOSED ACTIVITY MIX



Streets and spaces

Understanding the customer base for the fine-dining experience allows the strategy to propose the pedestrianisation of the Harbourside along the north bank (i.e. Custom House Quay) and the south bank (i.e. Trinity Road and Cove Row). See page 94 for further discussion. The project originally anticipated that immediate access by car would be essential to the fine dining customer. However, with



Copenhagen has created blocks of seating on the water's edge.



Nyhavn in Copenhagen is a regenerated part of the old town by the water that has appeal both day...



... and night due to a good mix of bars, cafes and restaurants and it provides a good model for the future of Weymouth Harbourside.

a high proportion arriving on foot and adequate car parking only a short walk away, operators and their premise will benefit from a stronger relationship with the quayside and the water through the removal of traffic. Access for disabled people, servicing and emergency vehicles would need to be maintained.

The opportunity to “de-clutter” the quayside that pedestrianisation brings is significant and can allow for a more comprehensive approach to sitting-out, with tables and chairs on the waterside edge possible rather than immediately outside the premises. Unnecessary posts, signs and signals associated with traffic management should be removed. Further public realm investment in the space between the Town Bridge and St Thomas Street (see page 64) plus investment on St Edmund Street (see page 93) will further strengthen the area.

Specific management and delivery issues

There is a need to draft a quarter-specific investment strategy to attract more independent fine-dining operators that can utilise the small premises to best effect. This strategy should also attract operators that can offer the “atmospheric” bars that will support the dining offer both early in the evening and later into the night. A heritage assessment of the quarter is also needed, to refresh the Conservation Area status and to ensure that land use planning policy for this quarter encourages the proposed mix of uses. More detailed sitting-out guidance needs to be drafted in conjunction with operators to deliver waterside seating. It is unlikely that the proposed land-use mix and operational typologies will require any specific policing or community safety measures.

12-HR VISION FOR THE FUTURE



Pubs, cafes and gift shops together with local clubs attractions, such as the sailing and dive clubs are all active and busy. Sitting out in front of cafes and pubs actively encouraged.



Some cafes may remain open, offering a food-led alternative to the pubs, but the the fine dining operations now start to pick up trade and become a key driver for activity in this quarter.



The fine dining offer continues to be the key player but some bars and pubs now become busier as people finish eating-out and look to extend their evening out.

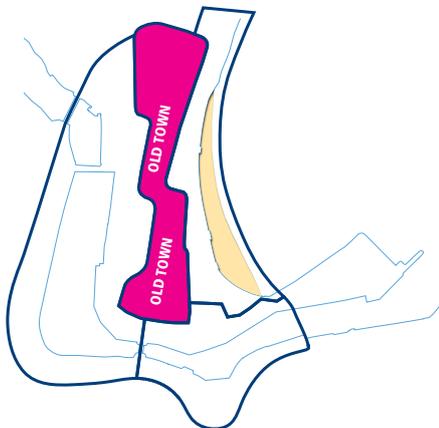


Quality bars and traditional pubs are now the only operations, offering something for the those who wish to stay longer in this part of town. No loud music or dancing, a more ‘atmospheric’ and relaxed place is now on offer.



Close down.

THE OLD TOWN

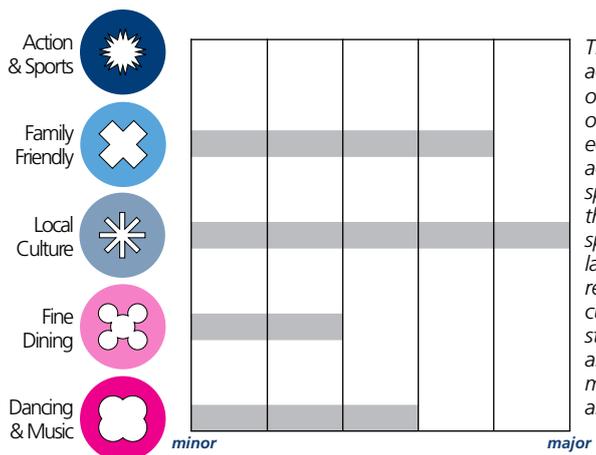


Uses and activities

The well-connected grid of streets and spaces in this part of the town centre will support a range of traditional pubs, music and dancing venues, cinema, cafes and restaurants of both a low-range and mid-range price point. With a mix of small and medium footprint buildings that can accommodate both independent and national operators, this central section of the town centre should cater for a wider range of users after dark. It must be noted that a large part of the economic success of Weymouth is based on this area supporting the retail core of the town centre. Therefore, any proposal for a significant increase in the number of after dark uses beyond those already present should be treated with caution, particularly in the prime retail areas.

It has already been demonstrated from the observations of pedestrian flows (see page 20), that a large proportion of the Old Town currently has a healthy mix of pedestrian activity both day and night,

PROPOSED ACTIVITY MIX



The proposed activity mix is one where a lack of a waterside edge precludes action and sports. However, the streets and space support late night retail, local culture (such as street theatre) and carefully managed pubs and clubs.

VISION STATEMENT

A place that celebrates local culture through a healthy mix of shopping, dining and drinking, using the streets and spaces to good effect.

leading to general feeling of safety and security, and so needs little intervention in this respect.

Future user groups

As the retail core of the town, this area will be used intensively by residents and those from the wider area. However, it should not be underestimated the appeal retail has for tourists, especially those on a short break, such as at weekends. There is a high proportion of independent and niche retailers in the town (compared to the national chains) and this makes the retail appeal particularly strong in Weymouth. This appeal to tourists can be strengthened further should the retail core extend its operations into the evening period beyond 18h00.

Hours of operation

The current wind-down period here is between 17h30 and 18h00 when most of the shops close. This can lead to a sense of emptiness and an uneasy quiet before the next wave of activity picks up around 21h00. Therefore it is proposed that later hours retailing would help bridge this gap effectively, especially in the summer season when tourist and visitors numbers are highest. This late opening could be offset by a later opening time (e.g. 11h00) to ensure a net-neutral position for overheads, such as staff wages. A further opportunity is the ability of some non-alcohol-led uses such as coffee shops and cafes to stay open until around 20h00 to support linked trips between retailing and cinema or other leisure activities such as bowling. This too will have the effect of keeping people in the town centre for longer, increasing activity levels and helping to overcome an identified fear of crime that comes with low levels of activity on the streets. Activity levels here can be further enhanced through the promotion of outdoor theatre and low-cost cultural



The narrow set of lanes in the centre of Weymouth are as charming and appealing as anything that York (above) or Brighton (middle and right) has to offer.

activities, such as dance classes, poetry reading, yoga and other activities that may traditionally take place indoors, placed outdoors. These “activities of the unexpected” can add real drama and authenticity to the town, further driving visitor and destination appeal. For more on these indoors/outdoors ideas, see page 88 to 89.

Streets and spaces

With large parts of the town centre already pedestrianised, there is little vehicle/pedestrian conflict here. However, limited penetration by vehicles after 18h00 does allow greater access to the area by taxis, those with a disability and the elderly. This is particularly true of St Thomas Street and St Marys Street, where many of the pubs are located. This current situation represents a healthy and flexible balance between car access and pedestrian-only and should be maintained. The project team has identified a specific opportunity site — a small piece of under-utilised land immediately north of St Marys Church — and this could be turned into an attractive and useful civic space (see page 71).

Specific management and delivery issues

Engagement with the Chamber of Commerce to promote later hours retailing is recommended, while the engagement of arts societies and events management will be required to deliver cultural activity in public places. With many coffee shops in this part of town run by national chains, it may not be possible for the branch manager to take a decision to open later. Instead, this may require approval from regional or national level and a business case is likely to be required. Therefore, an active intervention at this level is recommended to deliver this aspect of the strategy.

12-HR VISION FOR THE FUTURE



As the retail heart of the town, between 15h00 and 18h00 the primary activity will be shopping. It is proposed that this extends towards 21h00.



The extended retail offer will encourage people to stay in the town centre for longer, keeping the centre more active into the early evening. This will be supported by an enhanced food and drink offer.



As the shops close, the primary activity is food and drink led entertainment, with music and dancing beginning to pick up and some people move from pubs to clubs at this point.

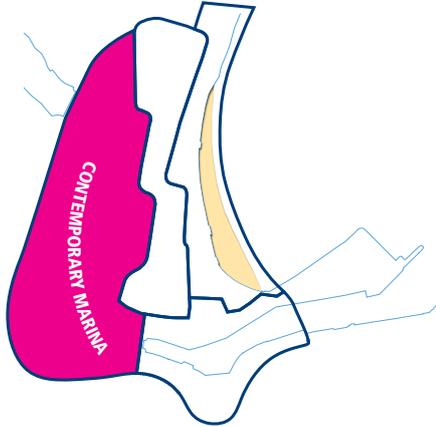


Music and dancing venues, together with pubs and clubs will be the primary activity by now, creating a vibrant mix in this part of town.



While there may be a limited number of premises open beyond 03h00 it is proposed that these are no longer selling alcohol, but winding down with a less frenetic atmosphere towards close down.

THE INNER HARBOUR



Uses and activities

This part of the town is currently under-utilised in terms of both development of land and pedestrian footfall, the two issues being connected in that activity and pedestrian flows support one another. A major finding from the participatory workshops and stakeholder engagement was an overwhelming desire for the more intensive use this extensive part of the town centre. The land is identified as being at risk of flooding, and this may preclude certain uses (such as residential) that in turn may affect the viability of new mixed-use proposals. This specific issue will be addressed through the statutory planning process (see pages 86 and 87).

Notwithstanding the flood issue, the area offers an exciting opportunity for leisure, sports, action and recreation, including maritime activities. Such activity has appeal not just for those taking part, but those that wish to watch too, including family or friends of

VISION STATEMENT

To optimise use of the western waterfront, a place where action and sports are played out by all generations as the sun sets.

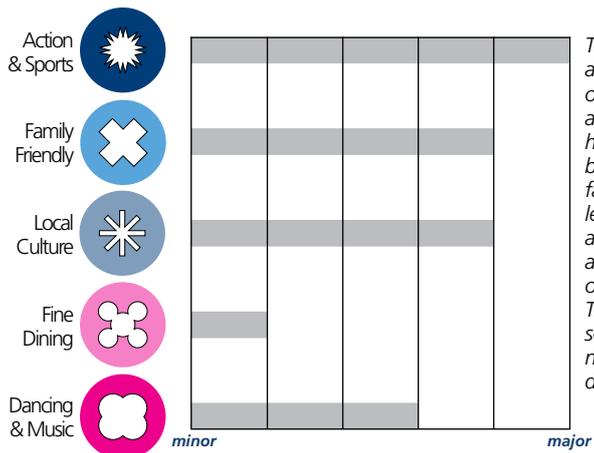
the participants. This offer clearly has a strong link to the town’s increasing reputation as a maritime sports destination in the run up to the 2012 Games.

There is also scope here for passive recreation, in the form of outdoor spaces equipped with low-impact fitness kit (e.g. trim trails) situated along a well-connected promenading route between Westham Bridge and Town Bridge. A “public realm” led scheme is more likely to be flood-compliant in planning terms than a “built form” led scheme but viability and delivery needs to be addressed through a mixed-use approach to this quarter.

Key to a mixed-use approach is the relative large size of the potential development sites (see page 68) that may help meet the identified needs for more large-format “family-friendly” food-led operations. While the town has Prezzo Pizza, it has few other recognised brands in this price-point category. With the harbourside identified for fine-dining as the premises there being too small for national operators, this part of town could provide a perfect complement. Furthermore, the likely earlier dining times of family outings (say, 18h00 until 21h00) coincides with the fabulous sun-set experienced in this part of the town centre.

Further opportunity exists here for new music and dancing venues. Lying outside the potential Cumulative Impact Zones — Options 1 and 2 (see pages 80 to 81) this area provides opportunity for investment in new bars and nightclubs, perhaps as part of a well-balanced mixed use scheme, or as new stand-alone venues.

PROPOSED ACTIVITY MIX



The proposed activity mix is one with action and sports at its heart, supported by a range of family-friendly leisure uses and accessible food and drink-led operations. There is also scope here for new music and dancing venues.



Copenhagen has created a hugely popular 'harbour baths' — a swimming and diving platform in its marina to complement its beaches.



Sitting out in Copenhagen is an essential part of animating the spaces....



... as is lying around. These giant bean bags are popular with teenagers and young people.

Future user groups

It is expected that a mix of generations will use this part of town after dark; it should have real appeal to become a real 'place for everybody'. Holiday makers and those using the beach will drift over to this side of town, via the retail core as the clock shifts towards sunset. Meanwhile, families on shopping trips in the heart of the town, can conclude the outing with a meal or a sporting activity on the water before heading home. Younger people (over the age of 18), may begin a night out here with a reasonably priced meal with friends, watching the sailing and sports, before heading across towards the Esplanade and the cluster of night clubs, dancing and music.

Hours of operation

This part of town would certainly have a role to play into the evening and night, with continued marina activity. With specific reference to after dark, the area will have a strong link to the retail core, providing leisure and recreational support, extending the time spent on the town centre. Therefore, the anticipated activity levels will rise around 18h00 and peak at 21h00, adjusted for specific weather and seasonal circumstances.

Specific management and delivery issues

The need for an exceptionally high quality public realm to lever in private investment is critical here and an Area Action Plan approach for this quarter is strongly recommended. The AAP should be part of a wider town centre strategy, flowing from the Core Strategy and should create a specific policy platform for the mix of uses proposed, within the context of flood management and mitigation.

12-HR VISION FOR THE FUTURE



Adjacent to the retail heart, people will be drawn towards the glorious sunset (weather permitting) in this quarter between April and October.



With activity levels still high in the adjacent retail core, those not shopping can watch or take part in water sports, and other outdoor activities, supported by larger format restaurant offer.



As the sports and activity operators wind down, the food and drink offer is now the dominant activity, with bars and restaurants operating until around midnight.



A few well-managed music and dancing venues will continue to operate at this stage but all will be closed by 03h00.



Close-down.

St Thomas Street : Friday night

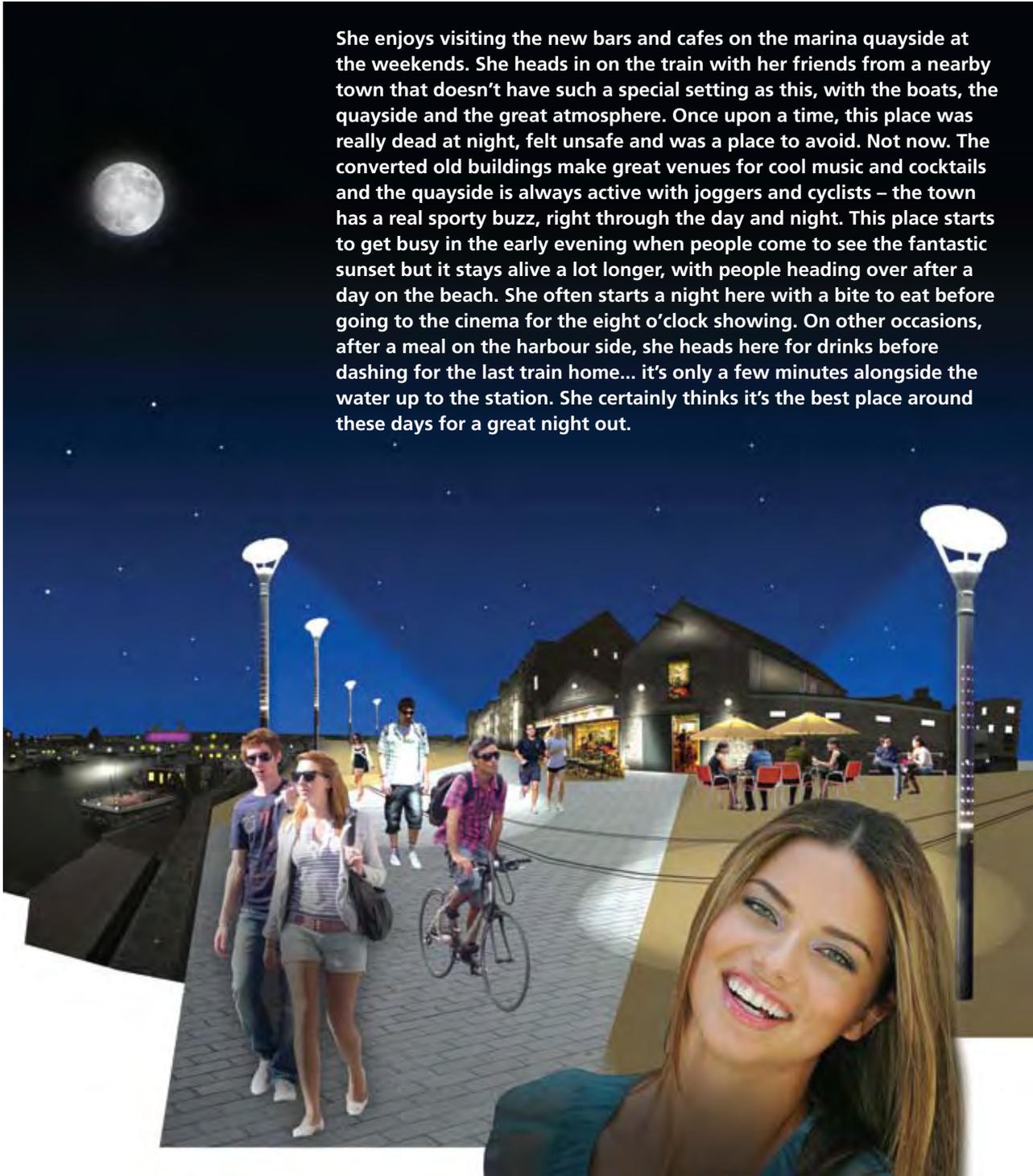
He really enjoys meeting his friends at the venues around Bridge Square, as it's now known. There's always something on at the Crown Hotel and the Rendezvous pub, keeping the place alive and the new outside seating at the cafe on the corner makes it a great place in the summer. But it's not just pubs around here either, there's pizzas at Prezzo and there's a great new late night patisserie under the colonnade that does some of the best coffee and cake deals in town. They've done a great job at improving the look of the square, with smart new lighting and trees, making it feel brighter and safer at night. With more people attracted to this place, it's always busy. Now they've widened the pavements there's no longer the pinch-point outside the Rendezvous pub, where the bus shelters made it difficult to walk past. It's now much easier to walk around but taxis and cars can still drive through the square when they need to. The new floodlighting on the Holy Trinity church the other side of the bridge makes it a real landmark. Everybody in town knows that the square is the place to be.



This photomontage shows the potential of the space at the end of St Thomas Street, just before the Town Bridge. It does not represent an exact proposal for change but an illustration of the sort of place it could become and the atmosphere it could have after dark.

Commercial Road : Saturday evening

She enjoys visiting the new bars and cafes on the marina quayside at the weekends. She heads in on the train with her friends from a nearby town that doesn't have such a special setting as this, with the boats, the quayside and the great atmosphere. Once upon a time, this place was really dead at night, felt unsafe and was a place to avoid. Not now. The converted old buildings make great venues for cool music and cocktails and the quayside is always active with joggers and cyclists – the town has a real sporty buzz, right through the day and night. This place starts to get busy in the early evening when people come to see the fantastic sunset but it stays alive a lot longer, with people heading over after a day on the beach. She often starts a night here with a bite to eat before going to the cinema for the eight o'clock showing. On other occasions, after a meal on the harbour side, she heads here for drinks before dashing for the last train home... it's only a few minutes alongside the water up to the station. She certainly thinks it's the best place around these days for a great night out.



This photomontage shows the potential of the space on Commercial Road, just on the corner around from the Sailor's Return pub. It does not represent an exact proposal for change but an illustration of the sort of place it could become and the atmosphere it could have after dark.

THE INNER HARBOUR

a great opportunity for the future

The western side of the town centre, comprising the Inner Harbour and the Swannery, plays a negligible role in the town's function after dark at present. Most activity is focused around Hope Square, the Esplanade and the Quayside but as sizeable chunk of the town centre, the relative lack of activity here is a detriment of Weymouth's after dark experience.

Bringing more life here could almost double the amount of after dark activity, in terms of geographic spread and volume of uses. The opportunity this part of town presents is significant in a variety of overlapping ways:

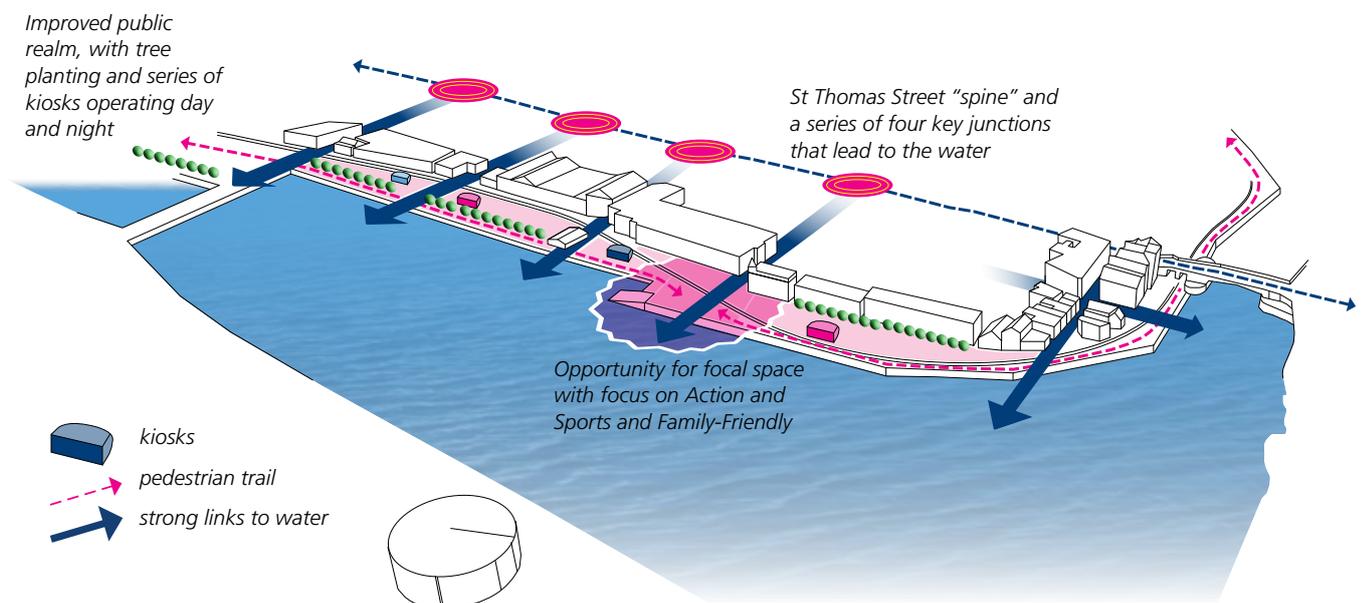
Firstly, as a series of westwards facing sites, this area can often experience glorious sunsets in the late afternoons and early evenings. These periods within the 24 hour cycle can often form the "bridge" between daytime and night-time activity, so to capitalise on this natural asset and retain people in the town for longer, over the difficult 17h00 to 20h00 period, would be a significant benefit.

Secondly, it has several relatively large-scale opportunity sites for new development. Several surface car parks in this area have been identified for redevelopment and these can be decommissioned as the package of transport improvement measures associated with the new relief road are implemented,

including new "park and ride" sites on the edge of the town centre. Unlike the smaller scale plots and sites elsewhere in the town centre, that are unsuitable or unable to accommodate larger, national chain restaurants, these sites may be big enough to do so. They also have an attractive waterside settings that is often so important to restaurant operators. This would meet the dual issues identified through the engagement process for 1) more mid-range family friendly food-led operations and 2) a greater spread of activities across the town centre.

Mutually supportive uses

These two aspects, (i.e. westwards facing and large scale sites suitable for family-friendly investments) are mutually supportive. The nature of family-friendly uses is that they tend to be most active in the late afternoon and early evening time periods, the times when the sunset here is at best effect. Furthermore, the proximity of this area to the main retail street means that family shopping trips in the afternoon can be linked to a follow-on family meal, and also "big-box" leisure activities such as bowling or cinema (both of which are already located in this area). This sequence of experiences should be an promoted as an important pull factor to tourists in the town centre who may be staying nearby in the holiday parks. These holiday parks often have their own



well-organised on-site evening entertainment which means that dwell time in the centre by such tourists is not as long as it could be. Therefore, the town centre offer should be at least equal in quality, but ideally greater, than that on offer outside the centre. This is certainly possible given the great combination of waterside setting and retail offer.

Focus for Local Culture plus Action and Sports

The waterside setting has enables strong links with the Local Culture and Action and Sports agenda. With the 2012 Games on the horizon these areas of safe, still water could provide the setting for canoe and small-craft instruction, or "aqua-spheres" (see images 4 and 10, right) which can be a fun, family-friendly activity to both watch and take part in.

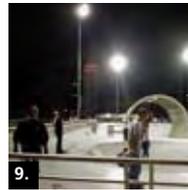
Lessons from Denmark

There may even be chance for a Copenhagen-style "Harbour Baths" for swimming and diving in the inner harbour. There is a system of recreational bathing facilities along the waterfront of Copenhagen, Denmark, the first and most well-known of which is located at Islands Brygge. These serve as a supplement to the beaches around the city, such as the extensive sandy beach at Amager Strandpark. In Weymouth, a parallel could be drawn with a harbour bath in the Marina or Swannery designed to complement the famous seafront sandy beach on the other side of town. Further feasibility work would be required, to determine the safety of such activities alongside an active commercial marina and also the safety and cleanliness of the water.

By creating a focus for Action and Sports, focused primarily on the water, will allow local clubs and societies to gather here too. The creation of a "passive recreation" opportunity, in the form of equipped fitness trails, roller-blading or jogging routes would also begin to support the aims and objectives of the health and fitness agenda and begin to activate the area. Quite often, such activity is concentrated into the later afternoon and early evening, when people exercise after work. Local running clubs, yoga clubs or walking groups could meet here on a weekly basis and really begin to make the place a dynamic and varied place to be in the evenings.

A range of ideas and examples for developments and activities that can animate this part of town, both day and night:

- 1, 2 and 3. Fitness trails
- 4 and 10. Aqua-Spheres — they can look great in the evening
- 5. Canoe instruction here could supplement other teaching facilities in the Borough
- 6 and 8. The Copenhagen harbour baths
- 7. Evening tai-chi
- 9. Floodlit skate park, USA
- 11. Neon baseball hats for night-time jogging
- 12. Afternoon tea dance, Guildhall Square, Portsmouth
- 13. After dark markets, France



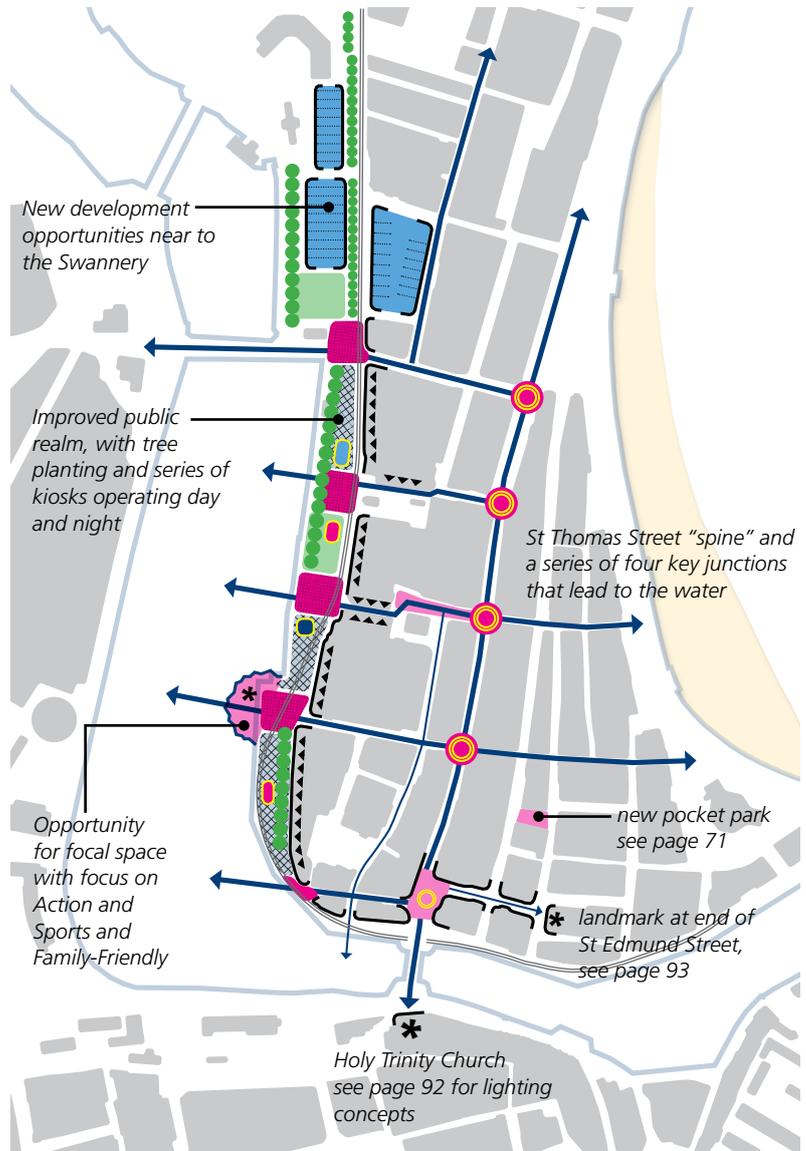
Overcoming flood risk

This area is not without challenge. The area is identified as being prone to flooding and any new development proposals here would need to overcome any objections from either a planning or environmental perspective. The flood mitigation test is applied most stringently to residential development so one option could be to activate the area through new public spaces and associated “kiosk-style” developments, that can house the sports and activities previously mentioned (e.g. Aqua-Sphere hire, canoe hire etc) or larger kiosks for restaurants and bars. This approach is less likely to be subject to opposition on flooding grounds.

Active edges

Many buildings currently “turn their backs” on to Commercial Road, notably the Debenhams and cinema block. This problem of blank building facades in this area was identified through the engagement process and this part of town was deemed to feel unsafe due to the lack of activity after dark. New development would need to try and activate these currently blank edges through additional built form, perhaps as glass-box modules or add-ons that can accommodate bars or restaurants.

As progress is made with planning strategies, this area needs to be promoted with a clear vision that works both day and night. While it is not a short-term objective and is likely to take several years before changes are seen on the ground, the Council and its partners are encouraged to start to think now about the future of the area and the undoubted potential it has.



Concept development framework for the Inner Harbour.

-  New development opportunities
-  Active building edges
-  New tree-planting
-  Key spaces and kiosks



Different approaches to waterside edges, Copenhagen.

The Marina : Thursday night

They love meeting their daughter and grand-daughter here in the evenings. The big new kiosk cafe serves great food and is very family friendly inside while the teenagers love lounging around outside on the giant bean bags. They often have something to eat here while watching the older kids have fun on the new water sports platform – this is always busy in the summer, lots of splashing about in the evening sunshine and often into the night! The new paving and street lights here make its really great place to spend time, watching the boats or just walking around with the little one, seeing what's happening. It's become such a busy place, that the local yoga club now hold their meetings here on a Thursday night, near the slipway. They've recruited lots of new members this way. They've not joined yet but they've keep being told "you're never too old!" The new bright, white lighting along lower St. Alban's Street makes it feel much safer now so it's easy to walk from here to the shopping streets which are open later into the evenings these days, making the most of a busier town centre after dark. It's amazing how an area once so quiet has become such an exciting place.



This photomontage shows the potential of the space on Commercial Road, at the Lower St Alban's Street junction, near the slipway. It does not represent an exact proposal for change but an illustration of the sort of place it could become and the atmosphere it could have after dark.

THE SWANNERY

part of a new active waterfront



The pedestrianised Westham Road bridge is a fabulous asset for the town but fails to inspire after dark. Bring more activity to the water and better opportunities to sit out could turn the bridge into a viewing platform, encouraging more walking routes around the Inner Harbour.

// At the moment, you walk along one side of the harbour but then of course you have to turn around and go back again. But nobody does the walk which goes across Westham Bridge and around the Inner Harbour because its not a nice place to be, its just doesn't encourage you do it //

** older persons focus group*



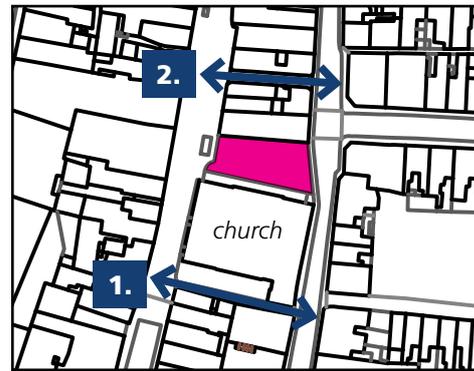
This drawing shows the potential of the Swannery after dark. It does not represent an exact proposal for change but an illustration of the sort of place it could become and the atmosphere it could have after dark.

NEW CHURCH SQUARE

a new civic space



Currently locked up at night, this delightfully proportioned space could be transformed into a small “pocket park” to create sitting out space for adjacent food and drink venues, such as the Market Tavern pub and the Fish n’ Fritz restaurant.

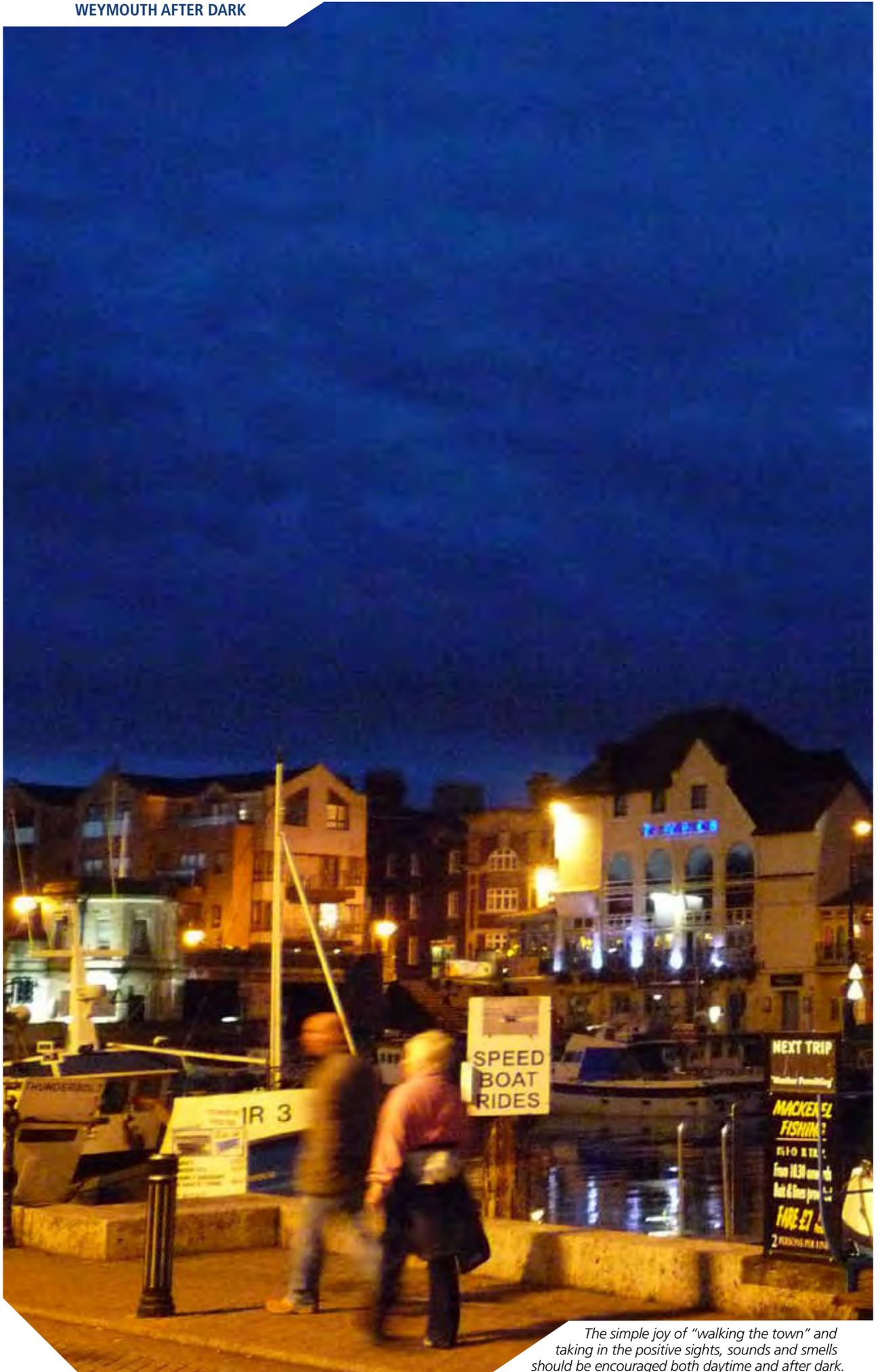


After dark movement between Maiden Street and St Marys Street is via 1) an uncomfortably narrow lane along which the Rum Shack pub is located, or 2) through a retail arcade, poorly lit and quiet at night. This new civic space (pink shaded area) could provide an attractive and popular alternative to both these existing routes.



This drawing shows the potential of the space adjacent to St Marys Church, located between St Marys Street and Maiden Street. It does not represent an exact proposal for change but an illustration of the sort of place it could become and the atmosphere it could have after dark.

05 Actions



The simple joy of “walking the town” and taking in the positive sights, sounds and smells should be encouraged both daytime and after dark.

05 Actions

The national picture

There is a recognition by the Council and the After Dark project team that many problems associated with the night-time economy in Weymouth simply reflect national public health issues, such as those associated with excessive alcohol consumption. Therefore, while the actions and recommendations in this report are, as far as possible, specific to Weymouth, they should be viewed through a wider framework of national policies and initiatives.

Greater local control

In December 2010, the coalition government promised ring-fenced funding of around £4bn to improve the nation's health by tackling issues such as smoking, obesity and excessive drinking through a "white paper" on public health. This will place a greater proportion of funds and responsibility for public health with local authorities than under the previous government.

At the time of writing, it is not clear how this national policy shift will precisely affect the ability of the Council and its partners to deliver the After Dark vision and strategy but it does suggest there may be greater local control over decision-making and spending in future, which could be very beneficial to the town centre and the Borough. Continued monitoring and evaluation of this national policy as it evolves is therefore strongly encouraged.

Late Night Levy

The Police Reform and Social Responsibility Bill was introduced to the House of Commons in November 2010. This includes provision for the "late night levy" — a power for licensing authorities to introduce a charge for premises that have a late alcohol licence. Whether or not to implement the levy will be left entirely at the discretion of the licensing authority, a decision to be based on the situation in their local area. The levy would be collected annually and revenue split between authorities and the police. This too could be a very useful part of the after dark toolkit for Weymouth, should it be made law.

Coordinated actions

In order for the After Dark Vision to be delivered, a variety of partners and processes must be brought into play. Only in this way, will a coordinated approach be achieved. It will require all who have a stake in the evening and night-time economy to work together to ensure the actual outcomes are as intended. The most important actions and service areas include :

- **Effective Policing**
- **Licensing**
- **Health Impacts**
- **Cumulative Impact Policy**
- **Noise and Disturbance**
- **Sitting Out**
- **Planning**
- **Public Space Animation**
- **Lighting Strategy**
- **Access and Movement**
- **Environmental Quality**
- **Property and Land Assets**
- **Funding, Management and Evaluation**
- **Communications and Marketing**

EFFECTIVE POLICING

To deliver a safer and more successful town centre after dark, effective policing is essential. The current approach appears to be working well, in that crime and disorder associated with the town centre after dark has been falling. Concerted efforts working with partners will hopefully see this trend continue.

Right place, right time

The current police approach towards using directed foot patrol is to make sure there is the right number of officers in the right place at the right time. Local knowledge within Dorset Police allows officer movements to “track” the trends as those on a night out move between different venues. Generally, activity is focused around lower St Thomas Street earlier in the evenings but shifts over towards the Esplanade later on.

When police officer intervenes in an altercation whilst it is still verbal, it can often prevent an assault. Such an intervention may lead to a public order arrest, but in doing so, may prevent a more serious incident developing, either at that time or later in the evening. As a measure of violent crime reduction, an absolute reduction in the number of assault victims is the true test, and the figures since 2008 have shown a marked decrease in this respect. To this end, it appears that the current strategy of early intervention is working effectively. However, not all stakeholders see it that way :

“The police only really react when they [young people] break the law”

This reflected a view that officers only get involved when things have got out of hand rather than preventing incidents from developing. There may need to be a more concerted effort by the Police to clearly demonstrate its interventionist approach.

Stop and talk

An interventionist approach early on the night has numerous benefits. Firstly, through an active intervention in a potential incident, police officers can make their presence more widely known and felt. This can be more effective than relying on the simple visual presence they have on the streets.

Secondly, it can help set the tone for the night ahead and begin to convey a message about acceptable behaviour. To this end, police should be encouraged to stop and talk to those out on the streets, even if no potential incident has occurred — through a friendly chat (e.g. asking where people are heading to, is there a celebration, how they plan to get home etc) will further reinforce an awareness of the police presence and also give the police an insight into the general intentions of individuals and groups in the town that particular night.

Thirdly, it can help bring about a standard of behaviour more acceptable to a broader demographic. The engagement process revealed that general rowdiness and noise from younger people tends not to affect those in the same age bracket, but to older people and to families with young children, it leads to a sense of apprehension about the town after dark that can easily become a genuine fear of crime. One person’s good night out is another’s anti-social behaviour.

An example of a similar successful approach to this “stop and talk” idea is from Brighton & Hove Council where an initiative called “Stop, Look and Laugh” where actors dressed as lollipop ladies handed out condoms, water and snacks, helping to diffuse tension in the city centre before it developed into anything more serious.

Police should therefore take quite a rigorous approach to loud shouting and calling between individual and groups, especially earlier in the evening (i.e. between 18h00 and 23h00) when the users groups most often negatively affected by such behaviour may be present on the streets. This is a particular issue for Weymouth, as during that time the focus for after dark activity is in and around lower St Thomas Street, where narrow street widths create an echo and reverberation not felt on the “single sided” streets that front the water.

The way home

The police have a role to play at the end of the night, as people make their way home. The suggested network of “quiet routes homes” (see page 83) need to be enforced and to minimise noise disturbance. Therefore, as well as being positioned close to venues themselves, officers should also be in and around the streets identified as the quiet routes, prepared to intervene in verbal situations, thereby reducing disturbance and preventing a more serious incidents occurring.

Joint Community Safety Partnership

It needs to be acknowledged that the most effective policing of the evening and night-time economy is done through the coordinated approach of a joint community safety partnership. Therefore, all policing initiatives specific to after dark need to be delivered with the support and participation of the community safety partnership to allow for effective monitoring and evaluation (see page 78).

Partnership with licensing

The Police and the Council need to continue to take a pragmatic approach to problems that may arise with certain operations or venues. There need to be warnings issued before reviews are sought and a partnership approach with the venues to put things right. Furthermore, police officers need to be regularly briefed in order to fully understand the precise nature



Dorset Police deal swiftly and effectively with an incident on Westham Road (top) and the Esplanade (above).

of each of the town centre licenses, the conditions and how they are to be applied. This will ensure that any warnings issued are accurate and reflect the conditions under which the venue is operating.

Best practice in this aspect of licensing is always for a genuine joint approach between the Police and the relevant local authority. A “police-led” approach to gathering evidence and reviewing premises does not always deliver the most effective management of operations and venues.

Friday night briefing

Greater partnership between the Police and the licensed trade, in particular the door staff can be achieved through a regular joint briefing session on the Thursday or Friday afternoon before a weekend. The meeting would include briefings on the numbers of people expected in the town that weekend, any specific events that may affect crowd demographics or crowd numbers (e.g. exam results nights). Venues and operators could share their views and concerns. This would allow the wider team of enforcement i.e. police and venue management to then plan and anticipate the nights ahead. This shared approach can help foster a shared sense of ownership around Weymouth town centre after dark.

Monday morning debrief

A further approach that appears to encourage and promote more effective joint working between partners is after the weekend, when a “weekend debrief” can be held. This could be in conjunction with, rather than instead of, the Friday night briefing. The debrief brings together licensing officers from the Council, the Police and other partners, such as door staff to review the weekend just gone. This meeting would include a review of any recorded incidents, minor or major, and also discuss upcoming events and management issues.

LICENSING

The After Dark report acknowledges the importance of the licensing process has in delivering the balanced after dark vision for Weymouth. However, it is a broad and sometimes complex topic and this section focuses on just the key challenges and recommendations.

Shifting descriptions

It is recommended that there is review of licenses across the town centre to ensure that the operational typologies remain within their defined category. This will prevent a situation where unscrupulous operators have provided a distorted view of their premises in order to gain licenses or gain an extension of hours by operating as a “family-friendly” venue during the day but becoming a high-impact bar with loud music at night. While there is no evidence at this stage that this is happening to any significant degree in Weymouth, a review of the situation, would be a first step to preventing it.

This action has a strong link to planning permissions and the use class order (see page 86 and 87). A joint approach between licensing and planning officers to make sure each establishment's operations tally with both the license conditions and the respective planning permission is the best way forward on this.

Partnership working

As already recognised, no single agency can hope to reduce the incidence of crime and tackle the causes of criminal and anti-social behaviour by itself. Greater partnership working between licensed premises owners, the Police and the Council will allow for a more coordinated approach to licensing. This could be achieved through joint briefings, either on a Monday morning or a Thursday or Friday evening (see page 75). These could be supplemented by joint monthly patrols maintained with the Police and licensing enforcement officers.

The briefings could also be supported through e-mail newsletters on local issues only (as the trade supplies frequent e-mails and print copy newsletters on national matters). This could contain details of forthcoming events in the town, such as festivals and other cultural events, that may not impact directly on the trade, or indeed on potential crime and disorder, but maybe of interest to customers. See section on “added responsibilities” opposite.

Pubwatch

This scheme, that creates a forum for the licensed trade and a shared set objectives to promote a more responsible industry, has been successfully active in Weymouth for some years now. It rightly seeks to prevent bad practice by operators across the town, such as serving alcohol to those under age or those already drunk.

However, the public message often appears rather negative instead of welcoming (see poster opposite). These types

of message can reinforce negative perceptions about the fear of crime in those people who are not regular users of the town centre after dark, however unrepresentative those perceptions are. A regular message from the trade is that it is only “a small minority that cause trouble” and while this may be true, the Pubwatch message does not reflect this.

The After Dark report suggests that this scheme could be to revamped to become “Licensees Watch” to include a wider variety of licensees, not just bars, pubs and clubs. This will help coordinate a broader mix of operators. In doing so, the message will mix the welcoming with the strict, the positive with the warnings. An example where this has happened well is in Liverpool, where the Pubwatch scheme was broadened and reinvigorated in 2009 to include supermarkets, off-licences and other alcohol retailers.

Training for staff

It has already been noted that a significant number of people in Weymouth & Portland are employed in the trade (see page 35). Server training to ensure that bar staff are skilled to avoid conflict, refuse to serve those who are already drunk and give an all round quality service is vital. Funding for this from national sources should be explored.

Added responsibilities

With such a large workforce in the town, it would be beneficial to the rebalancing approach to the after dark mix, if staff were able to act as “ambassadors” for cultural, sporting and other events taking place in the town.



This poster in a Weymouth pub window exhibits a rather downbeat side of Pubwatch; the language has a generally negative in tone, almost expecting the worst. A subtle change in the message from “do not” towards a more welcoming yet firm approach would make for a more inclusive town centre after dark.

Through briefings, licensees and their staff could be made aware of events in the town and promote them to customers, both resident and visitor alike. Research for this report revealed one licensee unaware of the highly successful arts festival that was being held in the town at the time:

“The B-Side Festival? No. Never heard of it.... what is it again?”

This is a missed opportunity and giving bar staff added responsibilities around tourism, local events and culture can help meet objectives for education, skills and general job satisfaction.

Increased test purchases

Test purchasing of alcohol from licenses premises (both on and off-license) can be an effective way to gather evidence against unscrupulous businesses. In Weymouth & Portland, this type of operation is conducted by Dorset County Council trading standards department.

Thus far, such actions appear to be used in a rather ad hoc or random fashion, without much coordination through the joint community safety partnership. It would be expected that future test purchases are carried out as part of a wider package of enforcement and regulation measures, rather than as a “stand-alone” operation. For example, it could be coordinated with tests on continuing to serve drunk people. There is a cost to the Borough of implementing test purchases so it is imperative that this is done in the most cost effective way possible.

Early Morning Restriction Orders

The Crime and Security Act 2010 includes the provision for local authorities to introduce a restriction on alcohol sales from 03h00 until 06h00, known as an Early Morning Restriction Order (EMRO). This can be used when there is evidence of crime and disorder that cannot be attributed individual licensed premises. This proposal has not

SUMMARY OF SOME OF THE RECENT PROPOSALS BY THE COALITION GOVERNMENT REGARDING THE NIGHT-TIME ECONOMY :

Reduce the evidential burden required by licensing authorities in making decisions on licence applications and reviews.

Simplify Cumulative Impact Policies to allow licensing authorities to have more control over outlet density.

Increase the opportunities for local residents to be involved in licensing decisions.

Enable involvement of local health bodies in licensing decisions

Enable licensing authorities to restrict or extend opening hours to reflect community concerns, from midnight to 06h00. This known as the Early Morning Restriction Orders (EMRO) proposal.

Modify the existing fee system to pay for any additional policing needed during late-night opening.

Ban the sale of alcohol below cost price.

These licensing actions (above) could help Weymouth to deliver its vision for a safer and more successful after dark town centre. The most relevant of these proposed changes to Weymouth are the relaxing of the burden of evidence for cumulative impact policies and the introduction of Early Morning Regulation Orders (EMROs).

yet been brought into law by the coalition government.

Through the recent national licensing consultation, the coalition government is also suggesting further measures, such as EMROs in force from midnight until 06h00 and the ability to close certain venues, not just restrict their sales of alcohol.

The view of licensing officers in the Council was sought on this matter as part of this project and closing premises between midnight and 03h00 was considered an unnecessary response to crime and disorder as it may unduly restrict responsible trading hours. However, a 03h00 closure would allow many venues to continue profitable operations while also reducing crime and disorder. This revised “end point” (be it for just alcohol sales or full-closure) will help minimise the conflicting overlap between the start of daytime activity and the night-time economy, identified in the engagement process and enable the “winding down” period for the Esplanade (see page 57, clock-face sequence).

“Drink Safe Street Safe”

Dorset Police has sought to link good management and low crime rates to economic success as a means of engaging with the licensed trade.

This has been done through an adaptation of the national “Best Bar None” scheme and has been rebranded “Drink Safe Street Safe” within Weymouth. The scheme is jointly administered Dorset Police and the Council and has been seen by partners and those involved as a successful scheme, helping raise the standards across the sector.



This is a local health campaign from Dudley in the West Midlands, alerting people to the dangers of mixing drugs and alcohol. It has been designed to respond to a locally identified issue and is supported by local radio ad campaigns and public road-shows.

However, the title “Drink Safe Street Safe” carries certain negative overtones and could perhaps be rethought as part of a relaunch. A more positive message, with greater emphasis on customer service, would support the objective of creating a more welcoming and inclusive town centre.

It is therefore recommended that the profile of this scheme is raised considerably in the run up to the 2012 Games, to tie in with the town’s need for high customer service profile. The awards should include the staff ambassadors concept, whereby bar staff are encouraged to promote other non-alcohol focused after dark events (see page 76).

Educational campaigns

This is very much a partnership approach between the Police, the NHS and the Council to try to get the message out that drinking excess has a range of negative consequences.

One recent initiative from Dorset Police was a video project developed in conjunction with Red Balloon Productions based at Bournemouth University. These short film messages about responsible drinking are being shown in the larger pubs and clubs of the town.

However, it is unclear what the impact of this particular measure has been, as no monitoring or evaluation has been undertaken. Furthermore, it does not appear to be part of a wider educational campaign, with a consistent theme, branding or message, but more of a “stand-alone” initiative.

Future interventions of this sort, which may well be very effective, should be embedded within a wider coordinated strategies to create the maximise impact.

National vs. Local

Many national campaigns have “hard-hitting” approaches that only work effectively through targeted airtime on television or radio, or through specific print media, such as particular magazine titles. As such, these concepts do not always translate well to the local context.

It is therefore recommended that local campaigns are coordinated at a local level, rather than taking a direct lead from national campaigns. This will ensure a response to local context is married to addressing a particular local concern.

HEALTH IMPACTS

There are many positive health aspects to the after dark experience, even if the headlines tend to focus on issues of drunkenness and injury violence.

There is a good link to mental, social, emotional and physical wellbeing as well as environmental and economic value. In our work-obsessed and long-hours culture, the evening and night-time should be when we are most free. A time to be celebrated. A time for exchange of ideas, friendships, conversations, interactions and cultural experiences. A time for being ourselves.

Well-being

Making this link to general well-being will help make the after dark experience more sustainable as it gives the community wider responsibility for the positive changes *and* help preserve and enhance Weymouth's local identity. The Local Culture theme (see page 52) within the vision is very much focused on this aspect.

Social marketing

Effective social marketing can show how alcohol can be used positively and not cause physical, personal and social damage. Noctis, the organisation that represents major operators in the night-time economy has tried to create more socially responsible drinking. As part of this programme, Noctis has been working with the University of Sheffield to introduce to the UK

an American-style marketing technique of "social norming". The technique has been used to good effect in reducing alcohol consumption across several US university campus sites.

The technique is not based on the common alcohol interventions of "shock" advertising, often deployed nationally in the UK. Instead, it presents robust research to the target audience to show what is and is not normal around alcohol consumption. This technique can supplement other work to create a culture where getting drunk is seen to be "uncool" behaviour.

The results of this work by Noctis should be followed carefully by the Council to see how they can deliver a more "positive" message for the town.

Dorset Alcohol Strategy

There also need to be strong cross-working to ensure the After Dark work is embedded into future revisions of the Dorset Alcohol Strategy. This is based on robust and reliable public health data collection and analysis, all of which is relevant to Weymouth After Dark (e.g. the "Cardiff model" of data collection, hospital admissions data, Safe Bus and South West Ambulance data). Used in conjunction with other partner data, it provides indicators of change against which progress can be measured.



The public health impacts of alcohol are well-documented and strong links between the Dorset Alcohol Strategy and the After Dark work needs to be forged through continued partnership working.

CUMULATIVE IMPACT POLICY

Geographical Options

Crime and disorder problems can be created when large numbers of premises providing licensable activities are located in proximity to one another, or where premises densities are so great as to be at odds with the surrounding area. To that end, this report sets out some considerations with a view to the potential adoption of a specific policy on cumulative impact.

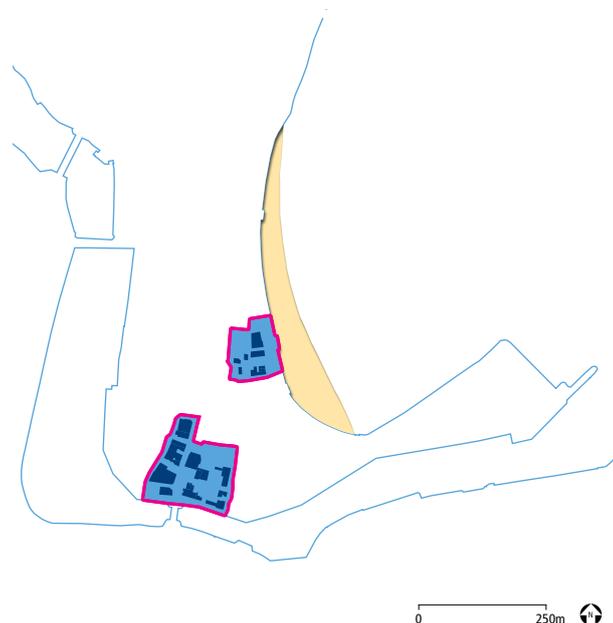
Under the provisions of the Licensing Act 2003, local authorities can implement such a policy if they can provide evidence that licensed premises in an area are contributing cumulatively to a negative impact on any of the four licensing objectives (i.e. the prevention of crime and disorder; public safety; the prevention of public nuisance and; the protection of children from harm).

Once a Cumulative Impact Policy area has been defined, it shifts responsibility to demonstrate that a new licensed premises, or an extension to an existing license, would not negatively impact on any of the four licensing objectives from the local authority to the licensed operators.

The Council and Dorset Police are interested in learning more about how a Cumulative Impact Policy for Weymouth could assist in bringing about a further reduction in crime and disorder and helping to deliver the After Dark vision, defined as the better balance between the five identified themes of a successful town centre after dark.

A Cumulative Impact Policy requires a defined geographical zone to which it applies and this report sets out three options for discussion. The After Dark report recommends that these options form the basis of any future formal consultation on a proposed Cumulative Impact Policy for the town centre.

It should be noted that this report is not proposing a Cumulative Impact Policy at this time, but wishes to begin the debate over the scope, definition and effectiveness of one, should it be proposed through a formal and specific consultation at a later date.

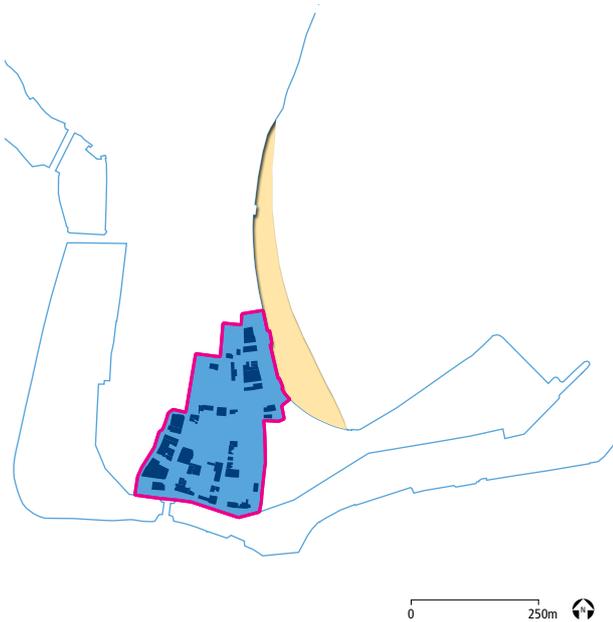


Option 1 NARROWLY FOCUSED

The first option is to create two distinct Cumulative Impact Zones around two clusters of current late night activity. It is these areas that are most closely linked to crime and disorder. By defining the policy in this way, new licenses (and the extension of existing licenses) in these areas would be resisted, unless the applicant could demonstrate no further public harm would result.

The benefits of this approach is that it would tackle directly the areas of most concern to the police with regards to crime and disorder issues. Furthermore, it would not prevent operators investing in areas outside the defined zone.

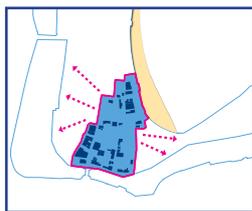
A drawback of such narrowly focused zones is that areas immediately outside are unaffected by the restrictions. The result is that the two zones could "coalesce" with the area immediately in between subject to intensification through applications for new or extended licensed for alcohol-led venues as applicants seek to capitalise on the footfall already close to these areas.



Option 2 BRIDGE TO ESPLANADE

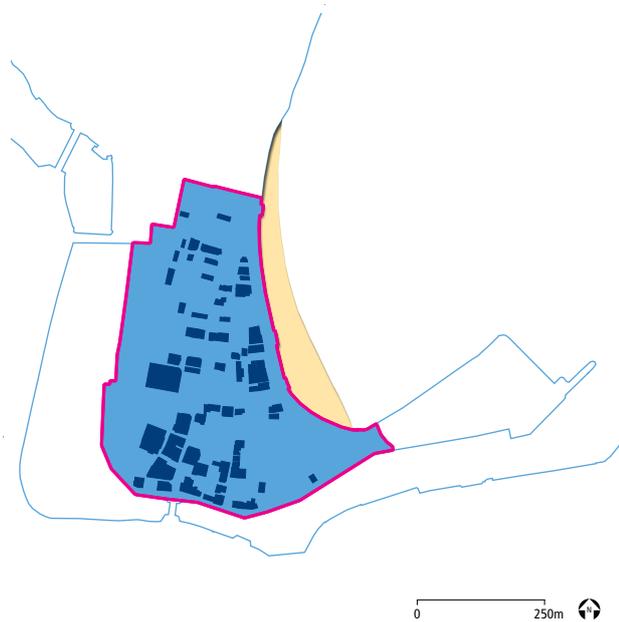
The second option is to preempt the potential coalescence problem associated with the first option through a more widely defined area covering a broad sweep of the town centre, from the Town Bridge in the south to the Esplanade in the north and east.

While a potential drawback to this option is that it may unfairly affect areas and well-run premises just outside the current clusters of activity, it would, subject to the provisions of the policy, prevent further intensification of alcohol-led uses in this wider area, including the two clusters already identified as being a source of the crime and disorder problems.



Future after dark investment may be pushed towards the quieter parts of town, which could help bring life to areas currently identified as feeling unsafe.

Furthermore, it could “push” any new investment away from immediate vicinity of the clusters but would not prevent responsible investment in quieter parts of town, such as the Inner Harbour and towards the Pavilion.



Option 3 TOWN WIDE

A third option would be to apply a Cumulative Impact Policy to the whole town centre, from the station in the north as far as the Town Bridge in the south. With no crime and disorder issues of any significance south of the bridge, along Cove Row and towards Hope Square, there would be no need to include this section of the town centre.

By drawing the boundary in this way, it would cover the area around the railway station, an area that does experience occasional incidents of crime and disorder associated with the small cluster of pubs to be found there.

However, with large parts of the town centre, such as the Inner Harbour, currently perceived as being “too quiet” with a lack of after dark activity making them feel unsafe, such a widely drawn boundary may have the unintended effect of deterring investment by responsible operators in these quieter parts of town.

CUMULATIVE IMPACT POLICY

License Types

When defining a cumulative impact policy, as well as a geographical boundary, the specific type of licenses that are subject to the policy must also be defined. Given that a rebalancing of the mix of activities after dark is sought by this report (see page 48) it is likely that different license types that would be affected in different ways by a cumulative impact policy.

Late Night Refreshment (Takeaways)

The Town Centre appears to have a high number of takeaways (even if it previously had many more) and given that these are often the focus of after dark violent crime and disorder it is likely they should be included in any proposals for a cumulative impact policy.

Restaurants

However, when it comes to premises retailing alcohol, there is no evidence that restaurants are the cause of problems (this is not the case in all towns and cities where strips of curry houses sometimes have late night order issues). Given that the After Dark report is seeking to create a more diverse town centre, the town should not deter new food-led premises from investing and therefore these should be excluded.

Off-Licences

Both Brighton and Cambridge have included off-licences into their cumulative impact definitions as it is believed in these towns, off-licenses encourage “pre-loading” (when alcohol is consumed before reaching a venue, such as a pub or club) and also exacerbating street drinking problems.

Weymouth town centre does not have a significant number of off-licences and there is no evidence thus far that they are a cause of problems in the town centre.

Therefore, specific evidence would need to be gathered linking town centre off-licences to specific instances of breaches of the Licensing Act 2003 if they were to be included. An example could be an offender buying alcohol from a shop shortly before committing offences or prosecutions for underage sales.

Bars, Pubs and Clubs

The crime mapping analysis (see pages 24 and 25) clearly reveals a spatial link between incidents of crime and disorder and the location of bars, pubs and clubs. Therefore, these types of operations should all be included in any future policy as they appear to be at heart of the night-time crime and disorder problems in Weymouth.

In summary, should a cumulative impact policy be proposed and consulted, it should restrict the further growth of bars, pubs and clubs as well as takeaways; restaurants should not be included while further investigations for the evidence in include off-licences is required.



It is recommended that any future proposals for a cumulative impact policy excludes restaurants...



... but includes bars, pubs and clubs.

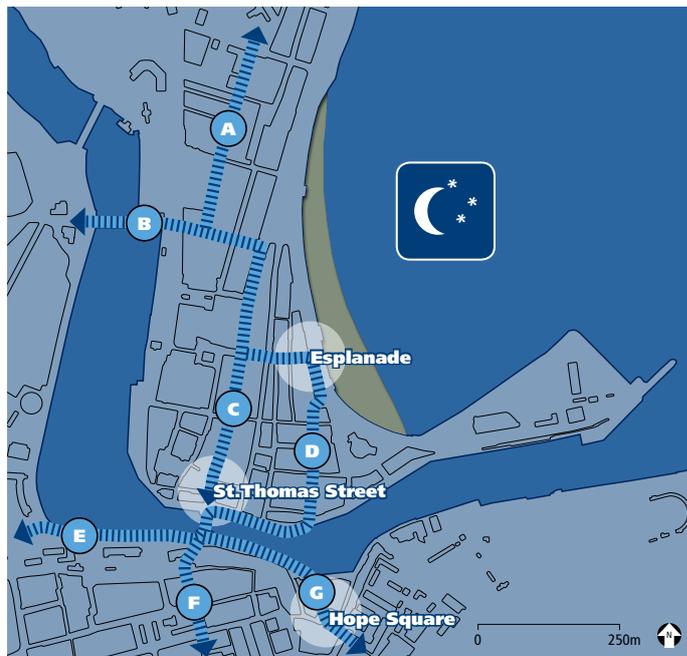
NOISE AND DISTURBANCE

Stakeholder interviews conducted for this project with owners of tourist accommodation revealed an issue with noise and disturbance from the later night economy, especially on a Saturday night and early Sunday morning during the summer, when the town is "in-season".

Planning Policy Guidance (PPG) Note 24 urges all planning authorities to take noise generating activities into account in their development plans. This report sets out early thinking for quiet routes home (diagram right) onto which existing resources should be focused as revellers begin to leave the town centre.

Noise is also generated from street cleaning activities, often deployed by the Council between 06h00 and 09h00 in the town during the summer months to clean up the debris from the night-time economy before the tourist daytime begins. While this is an effective way of reducing the identified daytime/night-time tensions, it can disrupt the peace around guest accommodation. Therefore, it is recommended that a review of streets cleansing times is undertaken to strike a balance between clean streets early in the day and staying visitor satisfaction.

The diagram below shows the seven main routes out of the town centre and these should be designated "quiet routes" to minimise noise and disturbance towards the end of the night. Many of these routes are adjacent to guest accommodation and residential uses. Patrols by police, street pastors or other volunteer teams could be used to help reinforce the keep quiet message.



- A** Northwards towards the station via Park Street
- B** Westwards towards the bridge via Westham Road
- C** Southwards on St Thomas Street
- D** Southwards towards the Harbourside via
- E** Westwards along Trinity Road
- F** Southwards via Chapelhay steps
- G** Eastwards via Cove Row and Hope Square

"Descans dels Veins" Respecting the Peace in Barcelona

The City of Barcelona has implemented educational campaigns to reduce noise disturbance from outdoor drinking at tables and chairs on the pavement or in squares. Licenses in the city are granted on the basis of micro-management, with cafes and bars on narrow streets, where noise disturbance is greater because the sounds reverberate, being required to remove their outdoor tables and chairs at an earlier time than those on wider streets. The City Council have used measures such as banners, reminding customers to be quiet. Attractively designed drinks coasters and postcards reinforce the same message. Licensees are also encouraged to display notices that set out the clearing away and closing times for their premises.



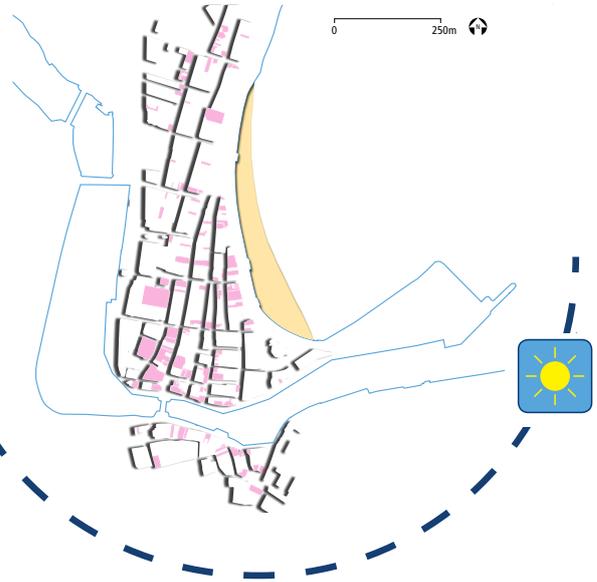
Window sticker in Temple Bar, Dublin. As a longer term action, the Council should seek out funding opportunities for a similar PR campaign.

Sign by the door in The Ship Inn, Weymouth, politely reminding customers to keep the noise down. All after dark venues in the town should be encouraged to display similar notices and door staff should be instructed to actively remind customers of this as they leave.

SITTING OUT

The animation of public space through street cafes and sitting out is vital to the attractiveness of the town, both day and night. The Council has an effective policy at present, that both encourages and regulates this activity to ensure a balance is struck between the undoubted economic, social and environmental benefits and the potential for nuisance and inconvenience to pedestrians and other adjacent businesses. The Council has also worked well to “demystify” the application process, making it less daunting for those wishing to apply.

However, this report suggests that more could be done to encourage sitting out, particularly in the first part of the morning, before 10h00. The three diagrams (right) give a general indication of where shadows fall during the day but are illustrative only and by no mean precise. A more detailed sun path analysis should be undertaken for the town, to more fully understand which streets get the sun at which times of day and year. This could inform future pavement widening schemes, siting out application decisions and where car parking spaces could be removed to allow more street activity.



Morning

The town gets sun on its eastern edge in the mornings, with the Esplanade getting the best of this. The new pavement widening work on the Esplanade has encouraged more venues and operations to provide outdoor seating, yet the current and proposed policy of the Council is not to allow outdoor seating before 10h00.

Many operations along the eastern of the town, and on the western side of wider streets that catch the sun before this time, are prevented from benefitting from their ‘sun trap’ locations.

Licensing policy should therefore be adjusted to reflect this, and encourage (subject to detail) sitting out between 08h00 and 10h00 in areas where it can be demonstrated through a combination of operational type (e.g. cafe serving coffees, teas, breakfasts) and context (e.g. appropriate space available) and location (e.g. does get sunshine during these hours) that it will be of benefit to the business and the wider town centre environment.



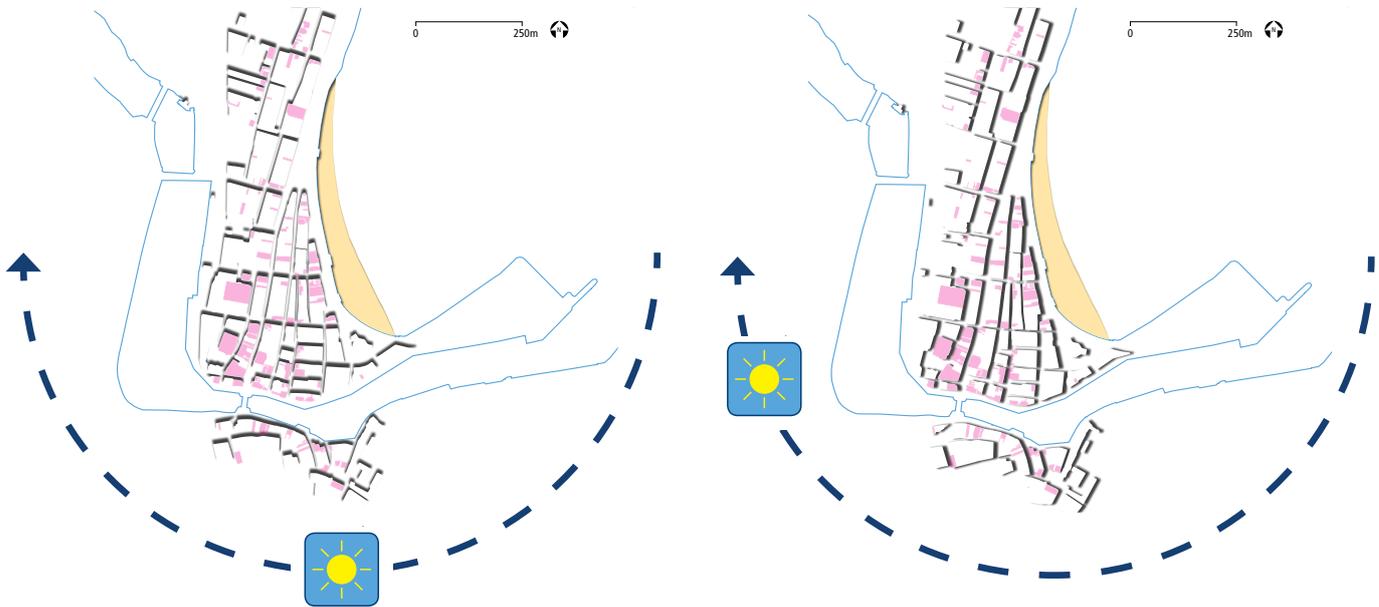
Lower St Thomas Street has variable pavement widths, allowing neat clusters of seating on the road edge rather than immediately outside the premises.



Weymouth’s narrow streets lead to lots of sun and shade....



... but sitting out doesn’t have to be in the sun.



Midday

By the middle of the day, sun falls onto Custom House Quay, along the northern edge of the Harbourside and other parts of the town, such as the northern edge of Hope Square. While Hope Square has large areas dedicated as car-free, Custom House Quay has pavements, traffic routes and car parking all competing for the limited space. The result is relatively narrow pavements, often unsuitable for sitting out.

In response to demand from operators for more outdoor seating, the Council agreed to trial the use of two car parking spaces outside the George Inn for sitting out in summer 2010. This report encourages planned reductions in car parking spaces in order to deliver a more pedestrian friendly waterfront. For more details on how a car-free waterfront could help revitalise the town centre, see page 94.



Up to six tables and 24 chairs can take the space of just two cars. Note the narrow pavements that have led to this responsive approach.

Afternoon and Evening

As the sun begins to set, the western side of town gets the full benefit, with the eastern part of town falling into shadow. As previous sections have set out (see page 62 to 69) this area is currently under-utilised and more could be made of it, both in the daytime and after dark. With longer summer evenings providing twilight late into the night, sitting out on this side of town should be encouraged, subject to detail. With many people wanting to be close to the water, blocks of seating on the water's edge, rather than immediately outside the premises should be encouraged but care should be taken to still allow access to the water for boat mooring and other functions.



People gather in the sunshine on the water's edge in Copenhagen, even when no formal seating is provided.

PLANNING

Planners have a critical role in helping shape the mix of uses that are present in Weymouth town centre after dark, together with informing the look and feel of the centre, in terms of its streets and spaces.

The “planning toolkit” — comprising a range of policy frameworks, statutory documents and enforcement powers — should be used in a creative way to help deliver the vision as set out in this report.

The proposed merger between the West Dorset and Weymouth & Portland planning and regeneration teams can provide an opportunity for a greater resource base from which to draw place-making techniques and ideas.

Core Strategy

The Core Strategy document is a compulsory Local Development Document specified in under planning law. Every other Local Development Document is built on the principles the Core Strategy sets out, regarding the development and use of land in a local planning authority’s area.

A Core Strategy should be “location specific” rather than “site specific” (i.e. reflect the context of the Borough). To this end, the Weymouth & Portland Core Strategy describes the maritime nature of the town centre, the bridge links and the well-connected grid of narrow streets.

CORE STRATEGY POLICY CM2

THE BOROUGH COUNCIL, WORKING WITH A RANGE OF PARTNERS, WILL ACTIVELY SEEK TO DIVERSIFY THE ‘AFTER DARK’ ECONOMY OF WEYMOUTH TOWN CENTRE, TO DELIVER A SAFER ENVIRONMENT BY CREATING A TOWN MORE WELCOMING TO A BROADER RANGE OF PEOPLE. IN THE DAYTIME, EVENING AND AT NIGHT TIME. AN IMPORTANT ASPECT OF THIS WILL BE TO ENSURE THAT ‘AFTER DARK’ USES –

- *ACTIVELY REINFORCE A POSITIVE SENSE OF PLACE, PARTICULARLY ON SITES ADJACENT TO THE WATER;*
- *ARE COMPATIBLE WITH THEIR SETTING;*
- *ARE GOOD NEIGHBOURS TO ADJACENT USES; AND,*
- *ENHANCE THE DISTINCTIVENESS AND IDENTITY OF WEYMOUTH.*

During the research phase of the project, the Council’s Core Strategy was being prepared. This enabled the After Dark project team to contribute to its content, creating a neat fit between the Core Strategy and the After Dark report.

These contributions included a specific policy (CM2) for the evening and night-time economy. As the Core Strategy provides the platform on which all other planning guidance and documents sit, to have Policy CM2 in place (together with other references to After Dark throughout the Core Strategy) will be a great advantage the Council as it looks to implement the findings of this report.

Town Centre Area Action Plan

It is anticipated that this document will follow-on from the Core Strategy and will set out a set of policies and proposals for specific developments in Weymouth Town Centre, such as major redevelopment opportunities and major pedestrian infrastructure improvements. Production of this has yet to begin, but when it does it should have full regard to the findings of the After Dark report.

Conservation Areas

Substantial parts of the town centre, being designated as Conservation Area, including the Harbourside. Areas given Conservation Area status are considered worthy of preservation or enhancement because of their special architectural or historic interest, “the character or appearance of which it is desirable to preserve or enhance”. Planners can use this designation to resist inappropriate development in certain areas and are encouraged to do so for development associated with both the daytime and after dark activity patterns.

Historic Area Assessment (HAA) have been developed by English Heritage to meet the needs of those managing change in the historic environment at area scale. The approach is neutral in that it examines all aspects of the historic environment, not just those (like listed buildings) which have been previously singled out as of “special interest”, and it seeks to identify a range of significances, from the local to the national or international.

It is recommended that the next time Conservation Area designations in the town centre are reviewed and refreshed, this exercise is done so with regard to the aims and objectives of the After Dark report. The use of HAAs should also be considered



The unique setting of the Harbourside is protected through Conservation Area designation.

in this respect. For example, one aspect of the Harbourside and Inner Harbour that gives them special identity after dark and relates to its heritage are the rail lines embedded in the roadway. At night, the reflections give these areas particular character. These should be preserved and protected.

Use Classes Order

The Use Classes Amendment Order 2005 introduced a change to planning policy, particularly for the night-time economy. Under the previous order, all food and drink uses were designated A3 use, but the revised order separated food and drink uses into a variety of classes.

A3 — Restaurants and cafés, where the majority of the trade is food-led and drink is primarily for consumption on the premises.

A4 — Drinking establishments, which includes pubs, wine bars and other drinking-led operations.

A5 — Hot food takeaways, where there is sale of hot food for consumption off the premises, e.g. kebab shops, fish and chip shops.

It is worth noting that nightclubs, which used to be classed as D2 (Entertainment) along with bingo halls and theatres have been moved to a classification called “sui generis” (i.e. without categorisation). This means that each application for a nightclub must be considered on its own merits and it is no longer possible for nightclub operators to suggest that their operation is likely to be of the same scale, magnitude and impact as a bingo hall and therefore should be considered in the same way. This aspect of planning policy therefore provides the Council with greater control over the evening and night-time economy.

Rigorous application and enforcement process

The need for planning enforcement action is critical to prevent the “creep” of operational styles. For example, a premises with permission a café-bar and restaurant use (i.e. A3) but operating much more like a night-club bar, with loud music and dancing. The Council are encouraged to check to ensure this phenomenon does not exist in the town centre, but if and when it is identified, the status of the original permission should be enforced. This needs to be coordinated with a similar review process to prevent an unauthorised shift in license operations. See page 76 for more details.

Planning Policy Statement 4 (PPS4)

This planning policy statement sets out the requirements on local authorities to consider sustainable economic growth in the planning process and to have a coordinated approach to managing town centres at night. PPS4 also states that in the regeneration and planning of town centres, local authorities should consider :

“Perceptions of safety and occurrence of crime: should include views and information on safety and security, including ... where appropriate, information for monitoring the evening and night-time economy.” (A12 Health Check Indicators)

The After Dark report can be used by the Council, as and when required, to demonstrate a response to this specific aspect of PPS4.

Building control

While not directly a planning matter, there is scope for building control to assist in making a safer and more successful town centre. For example, the specification of triple glazed windows in certain buildings and areas to protect against noise and disturbance associated with the night-time economy.

However, it is recommended that the onus for this is not unfairly placed on those experiencing the negative consequences of noise and disturbance (e.g. residents, hotel operations) but by the perpetrators (e.g. dancing and music venues and operations) to prevent noise from inside venues leaking out. Recommendations for noise reduction outside of venues can be found on page 83.

PUBLIC SPACES ANIMATION

The powerful “Life. Spaces. Buildings.” approach advocated earlier (see page 54) places activity centre stage as a means of making the town safe and successful after dark. This includes organised events and festivals but this report expands the concept to include other small-scale local cultural activities and terms them “public space animation” — helping keep streets and spaces energetic, positive and good-natured.

A different atmosphere

Events are powerful in bringing about a different way of thinking about a town centre after dark, overcoming negative perceptions related to fear of crime. The feeling of threat from anti-social behaviour can restrict the other types based night-time activities (i.e. non-alcohol uses) from flourishing. Therefore events will go some way in helping rebalance the night-time economy of the town, in line with the vision (see page 48).

Extending the existing events into the evenings

Weymouth is shortly to adopt an Events Strategy that has the following vision:

“That by 2016 Weymouth & Portland be recognised as a destination that hosts and develops high quality sustainable Events and Festivals; and cultivates community creativity for maximum economic benefit and social enjoyment.”

This vision will guide the formation of the events calendar between 2011 and 2016. It is recommended that a review



Bournemouth held its first Light Night in 2010, an event that involved churches, museums and light art installations.

of the existing events calendar is undertaken to assess which are suitable for either moving towards the evening and night-time and which could be extended into the evening. This will help animate the town after dark and perhaps free up daytime slots for new events.

Specific after dark events

There should also be an exploration of specific types of events suitable for the evening and at night. These may involve lighting, fire or film projection and encouraging people to see the town in a different light. The recent “Alive and Ablaze” event in Southampton is a good example of this sort of event, as was “Time and Tide” a spectacular video projection event that transformed the inner wall of Nothe Fort, held as part of the 2010 B-Side Festival (see photos, page 52). More of these sort of events, specific to a night-time environment are to be encouraged. Concepts and ideas could be linked approaching Cultural Olympiad in 2012.

Use of local culture to animate public spaces

In Weymouth, the idea of an “Inside/Out” night could be promoted, where local activities traditionally held indoors, such as Latin dancing, choir practice or chess clubs can be brought out into the streets, supported by temporary or ad-hoc lighting events. Inexpensive and for one-night only, these low-key “festivals of the unexpected” could also help change perceptions and atmospheres. The Council’s event team should explore ways in which they can help make this happen.

Link to late night retail

Later hours retailing can attract new users into the centre after dark and hold existing users for longer. This has a mutually supportive role alongside events, with shops benefitting from those attracted in by the events, and vice versa. Efforts should be made to coordinate retail hours with events to realise the economic benefit to best effect.

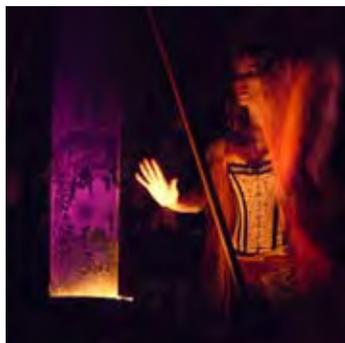
An enabling authority

The Council are well-placed to promote events and “get the message out there” about things that are happening as promotion is key to a successful after dark event. Around half the budget for the Bournemouth Light Night in 2010 (see image above) went on the content, the other half on promotion in the form of media campaigns and adverts. The Council can also help make events easier to promote, particularly, through a “one-stop” approach to advice, permits and applications, especially with regard to insurance and health and safety.

A range of ideas for events and festivals that can animate a town after dark:

1. Fire festival on the water, Pittsburgh, USA
2. "Passive recreation event" — outdoor gym equipment, part of a harbourside fitness trail in Copenhagen
3. Outdoor cinema screening, Bournemouth
4. Laser graffiti projections In Rotterdam — could the gasometer be used for this in Weymouth?
5. Street theatre
6. Street pianos
7. Book fairs and reading clubs
8. Art exhibitions and art sales
9. Amateur dramatics
10. Outdoor chess clubs — an opportunity on Weymouth promenade?
11. Tango classes — could this happen in St Marys Street?

Below: The "Alive and Ablaze" event in Southampton was specifically designed for the evening and night-time and brought children and families into the city centre for an extraordinary experience.



From the team that brought you **WOLVERHAMPTON DREAMS**...
Alive & Ablaze!
 Celebrating the launch of Guildhall Square at the heart of Southampton's Cultural Quarter
FREE
 Featuring Compagnie Carabosse's amazing FIRE GARDEN
 From 6.45pm
 Guildhall Square, Southampton
 Friday 12 & Saturday 13 November
www.southampton.gov.uk/whats-on
 The Nuffield

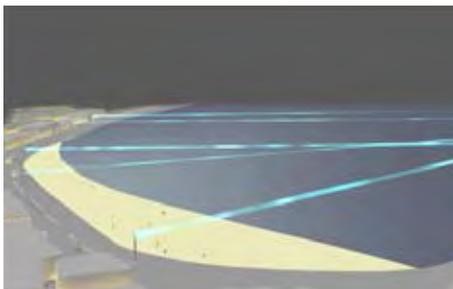
LIGHTING STRATEGY

This report sets out a general basis for a town wide lighting strategy, to specifically support the character area concepts identified earlier (see pages 56 to 71).

It is recognised that an existing project into new lighting for the Esplanade is underway, being taken forward in parallel to the After Dark project. The lighting ideas explained here are intended to support, not replace, this other, more detailed lighting work.

The Esplanade

Significant work has already been undertaken on lighting plans that will remove the old Victorian “fairy” street lights. It is intended that these are replaced by a more efficient-to-run “laser” lighting scheme, called Veils of Light. This system will comprise seven 16-metre-tall steel columns along the seafront, sending a beam of light out to sea after dark until midnight. The After Dark strategy supports the proposal for a dramatic lighting scheme on the Esplanade but cautions that the techniques proposed for this scheme are refined to ensure appropriate fit with the architecture of the Esplanade and enhances the important view back to the Esplanade from the Pavilion site.



Images of the proposed laser light scheme.

Furthermore, a strategic town centre wide lighting scheme should be balanced with each character area exhibiting a quality of lighting appropriate to its setting, use and character. No lighting scheme in one area should dominate the town as a whole. This will ensure pedestrian activity and appeal after dark is also balanced across the town centre.

The Old Town

There have been many papers published by criminologists studying the relationship between crime, the fear of crime and street lighting. All agree that the provision of good quality street lighting has a very positive effect on reducing crime and fear of crime by residents. Recent advances in lamp technology have allowed “white light” sources to be used in place of the traditional yellow/orange sodium lamps. Surveys have revealed that white light gives better “colour rendering” (helping provide more accurate identification through, for example, the colour jacket somebody was wearing), gives better facial recognition, creates a reduction in residents’ fear of crime, encourages ease of movement for pedestrians after dark and improves the visual quality of the night-time street scene.

For these reasons, it is recommended that “white” light is used across the town centre in all areas, but especially in the key streets of Park Street, St Thomas Street, Lower St Albans Street and St Albans Street. Together, these streets form a “cross-shape” of routes that link the Holy Trinity Church in the south with the Station in the north; the Marina in the west with the Esplanade in the east.

By making these routes the brightest and most obvious streets, after dark pedestrian movement should naturally concentrate itself along these routes, increasing the activity levels on these streets, making people feel safer. This is a result of “phototropic effect” – in the same way that plants are drawn towards the light, people are too; they tend to avoid dark spaces and follow the light. This theory should also inform future decisions on which building facades in the town centre should be lit, which routes could have a cool brighter light (to attract movement) over other routes, which could be warmer and more subtle (for example, around sitting out areas). Light needs to be considered in relation to the density of people using a space (or will use a space in future) and vehicular movement.

By ensuring these key routes are bright and active can also allow other streets to be made dimmer, perhaps with street lighting turned off elsewhere at a particular hour to save energy and meet carbon reduction targets. However, this would only be possible once these key routes are lit to a standard that ensure successful and viable alternative routes are in place.

The Inner Harbour

There is an opportunity here for creative, modern and strikingly new approaches to lighting as the relative lack of heritage buildings here (as opposed to the Harbourside) can allow for a more dynamic approach. As opportunity sites identified for new development are brought forward, they can support the delivery of new lighting in this area, creating a distinctive identity, different to both the Esplanade and the Harbourside.

While the large gasometer on the western bank cannot be described as architecturally significant, it could provide a canvas for a creative floodlighting scheme, adding a landmark to this side of town after dark (see page 89, image number 4). Such industrial structures often lend themselves very well for such lighting schemes. Commercial Road remains an important vehicular route but does not carry a high traffic volumes after dark and so consideration for downgrading the existing high-level vehicle lights in favour of lower-level lighting aimed more at pedestrians could be considered.

The Harbourside

Subtle lighting to accentuate the atmospheric nature of the existing waterside area is required. Regard should be had in this area for ensuring that heritage buildings are lit in a sensitive and appropriate manner, revealing the positive qualities of the intimate scale and detail.

There is a potential sequence of twelve "civic spaces" across the town, some existing and some new, that could benefit from specific lighting schemes. Together with three specific bridge lighting schemes, these could help create a more legible and distinctive town centre.



This diagram shows a schematic lighting strategy to further enhance and define the distinct qualities of the town centre. The colours and effects used in the diagram are not intended to be a realistic representation of intended future lighting but to show how the different areas can complement one another.

The streets and space in the diagram that are shown without a particular colour would have high quality "background" lighting so that all parts of the town centre could feel safe and secure.



Lighting designs should draw attention to the reflections of light and buildings in the water (see page 8), an important positive visual quality to this part of the town centre.

A further related aspect is the “gleam” experienced from the rail lines in the street, as element of street detail that reflects the commercial heritage of the area. Should this area move towards being fully pedestrianised, it will allow for a more creative approach to street lighting. This is because the requirement to meet minimum lighting standards for vehicles, standards that often prescribe brighter lights hung from higher and more frequent lamp columns, may be relaxed. Therefore, pedestrianisation may provide an opportunity to establish more subtle, human-scale lighting, reduce street clutter and create a sense of place that will encourage further investment by food-led operators, in line with the vision (see pages 58 and 59).



Bringing the dance floor outside? New public realm designs should explore more playful lighting ideas.



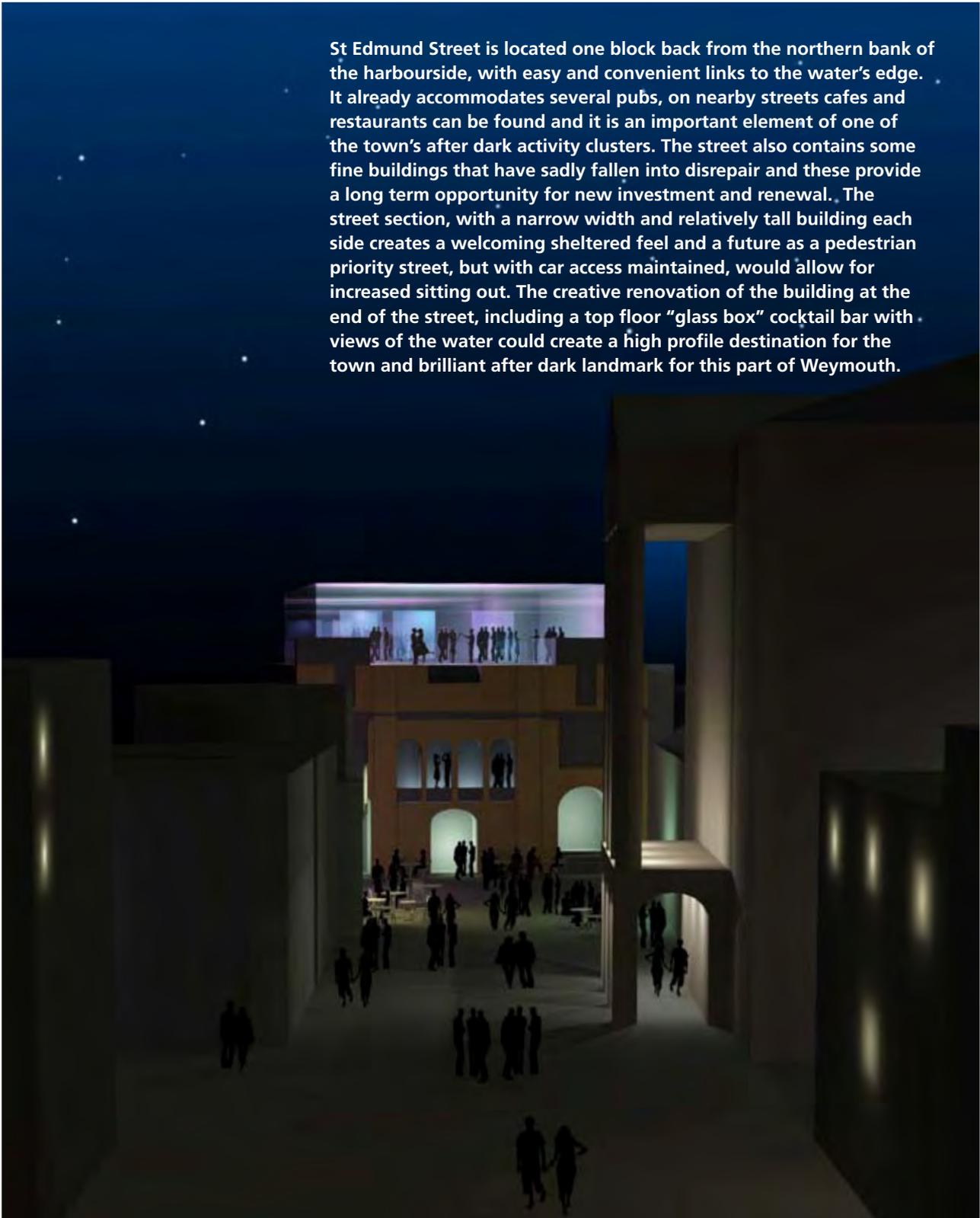
The Town Bridge and Custom House Quay could have fabulous and complementary lighting schemes, the effects of which could be doubled through reflections in the harbour.

The Holy Trinity Church on the southern side of Town Bridge is one of the most prominent landmarks in the town, yet is unlit after dark. A simple white light approach could be applied (see page 64) but more inventive projections could also be explored.



Such multi-media schemes have been used to good effect on other ecclesiastical buildings such as Winchester Cathedral and York Minster and the success of the “Time and Tide” projection at the Nothe Fort (see page 52) shows a latent support for this approach.

St Edmund Street is located one block back from the northern bank of the harbourside, with easy and convenient links to the water's edge. It already accommodates several pubs, on nearby streets cafes and restaurants can be found and it is an important element of one of the town's after dark activity clusters. The street also contains some fine buildings that have sadly fallen into disrepair and these provide a long term opportunity for new investment and renewal. The street section, with a narrow width and relatively tall building each side creates a welcoming sheltered feel and a future as a pedestrian priority street, but with car access maintained, would allow for increased sitting out. The creative renovation of the building at the end of the street, including a top floor "glass box" cocktail bar with views of the water could create a high profile destination for the town and brilliant after dark landmark for this part of Weymouth.



This photomontage shows the potential of St Edmund Street. It does not represent an exact proposal for change but an illustration of the sort of place it could become and the atmosphere it could have after dark.

ACCESS AND MOVEMENT

While there were some voices in the engagement process saying access by car was either expensive or difficult, this was not a majority view. Many felt the town was well-suited to walking and more needed to be done to promote this. The compact nature of the centre (see page 16) and the well-connected streets combine to create a very convenient place to explore on foot.

With strategic car parking spaces already located towards the edges, and set to increase in number (through park and ride schemes) further reductions in parking spaces around the town are to be encouraged, primarily to enable new development, allow for wider pavements, more street life and greater economic success.

Harbourside pedestrianisation

While there is not the scope in this report to discuss the specific details of pedestrianisation of the harbourside (i.e. Custom House Quay, Trinity Road and Cove Road), the After Dark report is strongly in favour of further feasibility work with a view to achieving this. Engagement with traders who operate in this area revealed a widespread support :

"People have often said, outside seating doesn't work, but it does. People are using it, it shows there's a demand but its pretty horrible sometimes.... it can be pretty smelly, there's a lot of clutter, the railings need painting... it wouldn't take a huge amount of money to make the outside eating sectioned off in blocks and it could be fantastic!"

One trader recognised potential disadvantages but remained far-sighted enough to place the bigger picture ahead of personal business interest, a recognition that a less-car dominated town centre is in their business interests :

"It could be hugely inconvenient to have it [the quayside] pedestrianised to us personally and business-wise... but I think it is crucial that they [the Council] make a decision to do it at least in the summer months because they will never get this 'cafe culture' kind of vibe that they're trying to achieve when you've got, you know, big vans, driving down the road."

All successful places that have a good quality of urban life place the needs of pedestrian movement over those of cars, certainly in the most vital parts of their town centres. Copenhagen has been referenced

earlier in this report and is a good case study of a place that, over time and through good design and strong political leadership, has turned large parts of its city centre, especially near the waterfront, over to people, rather than motor vehicles.

ENVIRONMENTAL QUALITY

Evidence shows that clean streets tend to be safe streets. Crime and anti-social behaviour drops in well-maintained environments and footfall increases too. Therefore, effective street cleaning will help support the After Dark vision by encouraging greater pedestrian activity and reducing crime further.



Artworks in Dublin (left) have made for a cleaner street scene. Compare with Weymouth (right).

The most prominent street-cleansing issue in the town centre is fly posting on utility boxes. Almost every box in the centre is covered in posters and stickers, most of them promoting club nights or music events. A similar situation arose in Temple Bar, Dublin a few years ago but the decoration of all boxes with individual artwork has massively reduced this problem. The Council should also consider use of notices under Section 93 of the Environmental Protection Act 1990 to require owners/occupiers of premises to keep the street adjacent to their premises clean in cases where after dark activities (such as takeaways) are creating debris and litter.

PROPERTY AND LAND ASSETS

Alongside planning and licensing, the use of estates management and the property portfolio of both the public and private sectors could be a powerful instrument in bringing about change in the town. Weymouth has a high number of independent operators but national pub chains also own a substantial number of venues in the town. This relatively dominant concentration of ownerships has potential to deliver a partnership approach that could bring about a strategic shift in the operational styles of certain venues (e.g. from pub to mid-range restaurant) with the enabling support of the Council.

The future of public-sector owned land and buildings should also be considered in light of the After Dark report, with a balance to be struck between best financial return and civic and social value through disposal or development agreements for redevelopment.

FUNDING, MANAGEMENT AND EVALUATION

A range of other measures need to be explored to determine how different aspects of the After Dark strategy can be delivered and assessed. Some of them are examined here :

Town centre management

The proposed merger of the services in West Dorset and Weymouth, and the associated restructure, could give rise to new officer posts for town centre management. This may be specific to Weymouth, or shared with other nearby towns. Whatever the geographical scope of this role, should it happen, it is strongly encouraged that the job description extends beyond the daytime hours to include the evening and night-time too.

In such an instance, the job could adopt various aspects of a night-time coordinator post, such as that in within Bournemouth, that coordinates existing initiatives, ensures the success of future initiatives and to help integrate the evening, night-time and daytime economies.

National funding opportunities

The coalition government has begun a series of consultations and initiatives linked to the night-time economy. As these start to take shape through subsequent legislation, funding packages may be made available for projects to reduce crime, fear of crime and improve public spaces. The Council is encouraged to maintain a watching brief over this, as while such funds are scarce right now, over time they are likely to emerge if national government wishes to make continued improvements in this field.

The After Dark report places the Council and its partners in a good position to apply for funds as and when they become available. Awarding bodies tend to be more confident of an effective outcome when providing funds to a town that already has a clear sense of direction and purpose, expressed through a coordinated strategy.

Safe Bus	Street Pastors	Drugs Dogs
Tourist Leaflet	Window Stickers	Plasma Screens
IDSCAN systems	Advan campaign	Dorset Echo
Drinks Ban Order	Project Blitz	Lollipop Handouts
Flip Flops	Staff Training	Head Cameras
Hand Bag Bells	Train the Trainer	Blue Tooth

There have been a variety of successful community safety initiatives in Weymouth in recent years, reflecting a coordinated approach to the night-time economy that already in place in the Borough.

However, there is scope for further integration of these initiatives and more rigorous monitoring or evaluation. It is strongly advised that future roll-out of actions such as these is done through the joint community safety partnership, including consultation with all parties.

Possible use of a Business Improvement District

A Business Improvement District (BID) is a defined area within which businesses pay a fee in order to fund improvements within the district's boundaries. With regard to the after dark experience of Weymouth, a BID could strengthen the ability of the wider business community to contribute to the feeling of safety and security when visiting the town centre. Therefore, any exploration by partners and businesses within Weymouth town centre to set up a BID should be done so with a view to the active inclusion of after dark venues and operators as these form a critical part of the town's economy and employment base (see pages 34 and 35). A BID that encompasses both daytime and night-time trades could help fund specific after dark measures, such as extra cleansing or improved lighting.

Demise of the Place Survey

The requirement on local authorities to produce a "place survey" that gauges residents feelings and perceptions about where they live has recently been dropped by the coalition government. It was the 2008 Place Survey for Weymouth & Portland that revealed a significant anxiety about the town after dark and led, in part, to the commissioning of the After Dark report. Without the survey in future years, the Council will need to find other ways in which to monitor the success of the After Dark strategy. One way this could be done is through "resident panels" convened locally or held by Dorset County Council. Other ideas to supplement this include :

- **Stakeholder questionnaire**

Sent to the trade, residents, visitors and the wider community to understand attitudes, trends and reactions to the after dark agenda.

- **Overnight audits**

Involving a wide variety of individuals representing different partners, including elected members, these could be on a twice yearly basis (summer and winter) on a Saturday night through to Sunday morning to allow decision-makers and others to understand at first hand the issues.

- **After Dark evaluation report**

A specific commission to monitor the level of progress and success in implementing the After Dark Action Plan.

- **Partner communications**

It is imperative for all stakeholders involved in the After Dark project thus far to stay committed to the work. Quarterly meetings will help keep After Dark on the agenda of various partners organisations, especially during a time of uncertainty regarding funding and reorganisation.

COMMUNICATIONS AND MARKETING

Weymouth & Portland Council already conducts successful marketing and communications work for aspects of its services, but the evening and night-time economy — despite its important role within the local employment market — does not feature prominently. Future marketing campaigns, plus revisions and updates to existing ones, should be done so with reference to After Dark and the positive messages it can provide.



A recent poster campaign promoting the Borough focused on the outdoor actions and sports offer outside the town centre; should a future campaign focus on the after dark offer in the town centre?

This project revealed a widespread feeling amongst stakeholder that local media messages focused on the negative aspects of the after dark experience in the city and more needed to be done to promote the positive aspects. Telling the right story is important and ideas to assist with this include :

Widespread use of the After Dark “deck chair” branding (including on taxis and buses) to unify messages with a positive theme and help coordinate what could otherwise be disparate or conflicting communications.

Consideration for specific Weymouth After Dark marketing booklet (or website) which advertises the town’s evening and night-time economy in the run up to the 2012 Games

Learning and sharing lessons with neighbouring authorities to spread best practice and to generate “word of mouth” regarding the efforts of the Council and its partners.

Purple Flag

One way of recognising the holistic value of a town or city centre after dark is to attain the Purple Flag standard. The Purple Flag scheme is run by the Association of Town Centre Management (ATCM) and supported by the Home Office and drinks company Diageo. It accredits town centres that have reached a high standard in terms of managing the night-time economy in five categories:

- diversity
- appeal
- well-being
- access
- policy

Purple Flag is supported with a national marketing campaign and it is the ATCM’s intention that a Purple Flag will be an increasingly well-recognised signal to the public that a town or city centre provides a safe and enjoyable night out.



Extract from the “Norwich at night” website, specifically established to promote the evening and night-time economy in the city.

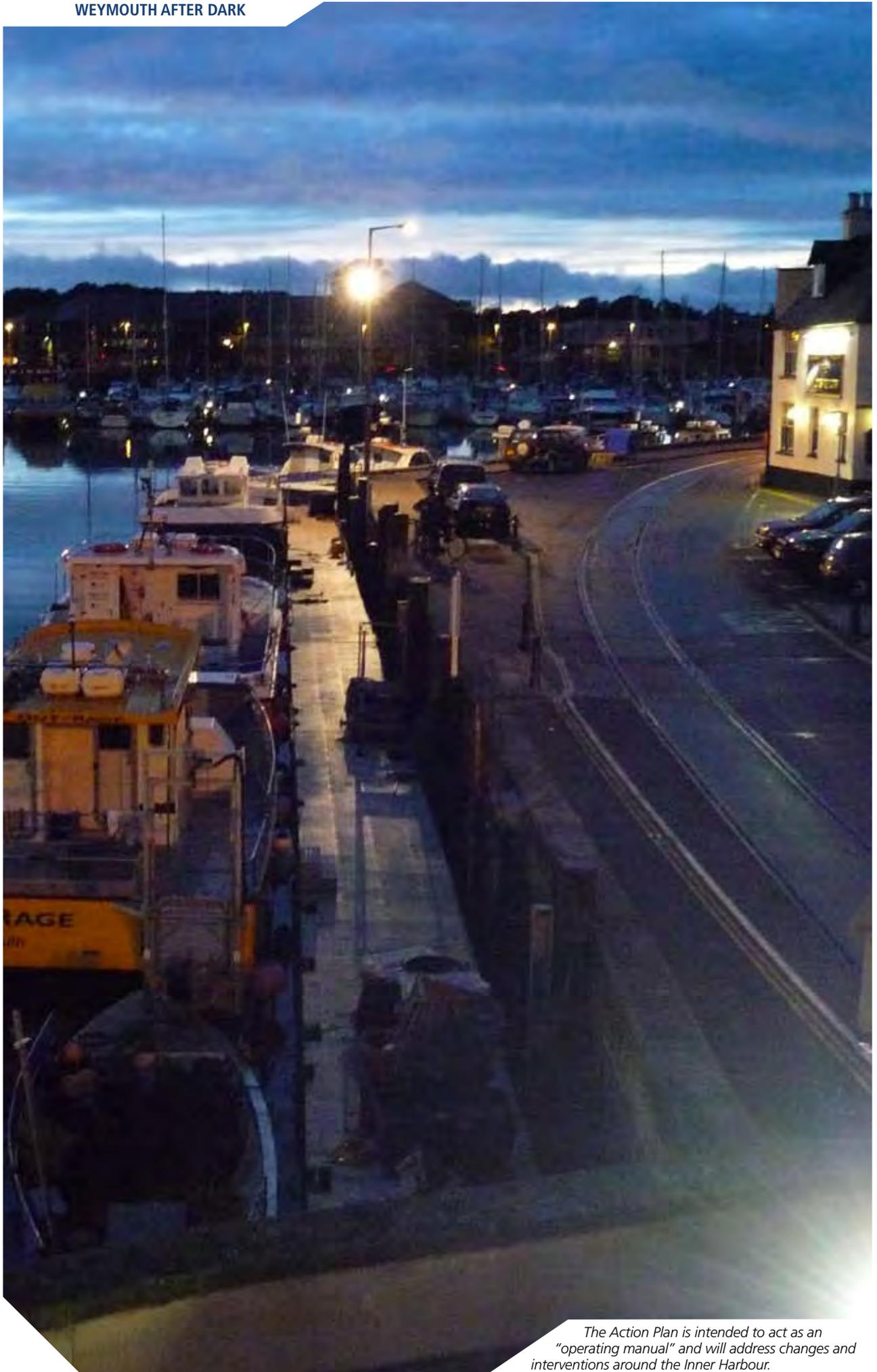


Should Weymouth decide to pursue Purple Flag Status, and it is awarded, it can be used to strengthen After Dark communications campaigns.

The aim would be to inform residents from across the Borough that independent adjudicators have accredited the city as meeting the benchmark for a safe and enjoyable city centre. The outcome should be increasing confidence from residents in the safety of the town centre after dark and therefore greater use of it by infrequent users or non-users.



Taxi cab in Southampton, with that city’s own community safety branding emblazoned on the sides.



The Action Plan is intended to act as an "operating manual" and will address changes and interventions around the Inner Harbour.

Action Plan

This section takes the ideas for change that have been developed and explained in the report and translates them into an Action Plan format.

The Action Plan is intended to be the “operating manual” for the town centre’s evening and night-time economy, implementing the ideas, actions and concepts in this report.

The actions are considered over three distinct time scales :

Short

April 2011 to March 2012

Medium

April 2012 to March 2013

Long Term

April 2013 to December 2015

VO Vision Objectives
 PA Policy Actions
 OA Operational Actions
 AM Access and Movement
 PR Public Realm
 AS Animating Streets and Spaces

WPBC Weymouth & Portland Borough Council
 DCC Dorset County Council
 JCSP Joint Community Safety Partnership

ref.	code	ACTION	BACKGROUND	LEAD	PARTNERS
April 2011 — March 2012					
1	VO	Delivery of Weymouth After Dark Action Plan.	Collaboration between different agencies is required to deliver the vision over the long-term.	WPBC	After Dark Steering Group Pubwatch
2	VO	Elected Member After Dark Champion.	High level political and decision-making support is critical to deliver the After Dark Vision Objectives.	WPBC	—
3	PA	Ensure Recognition of After Dark is Embedded into the WPBC Core Strategy.	To provide the necessary policy leads to allow future policies and strategies, such as a Town Centre Area Action Plan (TCAAP) to reflect findings of this report.	WPBC	—
4	PA	Use Weymouth After Dark Vision to Inform the Future Policy for the Pavilion Site.	Future decisions regarding the redevelopment of the Pavilion Site are to be considered in the context of this report.	WPBC	—
5	PA	Local Implementation of recent Coalition Government Proposals on Alcohol, Public Health and Late Night Economy.	To determine when and how Weymouth can use recently proposed policy mechanisms associated with the evening and night-time economy (e.g. Early Morning Restriction Orders and the Late Night Levy).	WPBC	Dorset Police Pubwatch NHS
6	PA	Consideration for the Role of Town Centre Manager.	Following proposed Weymouth & Portland / West Dorset shared services, consider a new role with responsibility to include the After Dark agenda.	WPBC	West Dorset District Council Chamber of Commerce
7	PA	Investment and Marketing Plan.	A strategy to encourage operators and investors to express an interest in the town centre; "the right use in the right place" in support of the character areas.	WPBC	Chamber of Commerce

ref.	code	ACTION	BACKGROUND	LEAD	PARTNERS
8	PA	Cumulative Impact Policy Study.	Feasibility study on how this can help resist the further proliferation of alcohol-led venues which is likely to have a detrimental impact on perceptions and experiences; formal consultation to provide preferred options on geographical scope and license types.	WPBC	Dorset Police
9	PA	Joint Planning and Licensing Assessments.	A joint review of license conditions and planning permissions will prevent "creep" of operational types (e.g. cafe bar operating as a night club).	WPBC	—
10	PA	Sitting Out Policy.	Feasibility study to assess how certain operations could have successful sitting out areas between 08h00 and 10h00.	WPBC	—
11	PA	Local Coordination of Safer Drinking Messages.	To deliver a coordinated set of messages across a variety of media (e.g. print, radio, web and in-venue displays) on healthy and safe behaviours after dark.	JCSP	NHS Dorset Police Pubwatch DCC Trading Standards
12	OA	Deliver Revised Licensing Policy.	The agreed WPBC licensing policy is to be enforced effectively and fairly.	WPBC	Dorset Police Pubwatch
13	OA	Robust Licensing Enforcement Culture.	Training for all non-specialist front line officers, both Council and Police, so they are aware of their powers and limitations in respect of licensing.	WPBC	Dorset Police
14	OA	Robust Planning Enforcement Culture.	To ensure all after dark venues are in conformity with the approved land use classification.	WPBC	—
15	OA	Police Strategy.	To ensure an appropriate and effective policing response, with an emphasis on early intervention and positive interaction with crowds.	Dorset Police	—
16	OA	Joint Door Supervisor Briefings.	Knowledge and information sharing at the start of each weekend and/or as a post-weekend debrief, bringing together Dorset Police and venue management. This will create a sense of shared ownership and stewardship of the after dark town amongst door staff.	Dorset Police	WPBC Pubwatch
17	OA	Communications and Public Relations.	Deliver a positive message (through a leaflet or other media) about Weymouth After Dark and the social, environmental and economic benefits it brings the town.	WPBC	Chamber of Commerce

ref.	code	ACTION	BACKGROUND	LEAD	PARTNERS
18	OA	Social Marketing.	Consideration for the most effective, coherent and clearly understood message about what is and is not acceptable behaviour after dark and how this can be conveyed.	JCSP	NHS Dorset Police Pubwatch
19	OA	Sensible Pricing and Promotions.	All venues must comply with national guidance regarding appropriate sales and promotions techniques.	WPBC	Pubwatch DCC Trading Standards
20	OA	Age and ID checks.	Continue implementation of passport scanner equipment; subject to appropriate evaluation and monitoring.	Pubwatch	Dorset Police DCC Trading Standards
21	OA	Street Pastors.	To continue their after dark work alongside other agencies in support of the community.	Street Pastors	—
22	OA	Server Training Programme.	Providing staff with the training required so they understand their responsibilities regarding serving of drunk people and act appropriately.	Pubwatch	Dorset Police WPBC DCC Trading Standards
23	OA	Weymouth Ambassador Programme.	Include within future training package skills to encourage staff to promote the wider after dark offer of the town as part of their work.	WPBC	Pubwatch Taxi-Drivers
24	OA	Weymouth Pubwatch.	Continued support by WPBC and Dorset Police as a forum for exchange of ideas and delivery of a high quality after dark offer but with renewed emphasis on positive messages and inclusion.	Pubwatch	WPBC Dorset Police
25	OA	Weymouth Drink Safe Street Safe.	A refresh and relaunch of the awards scheme; to create an attainable quality standard that all venues should strive to achieve.	JCSP	—
26	PR	Encourage removal of Banners, Placards and Flyers Advertising Cheap Alcohol and Very Late Nights.	To create a town centre culture and atmosphere not based around excess but one of moderation and diversity.	WPBC	Pubwatch
27	PR	Waste Management.	To ensure all venues (both day time and night-time operations) have effective and appropriate waste management facilities and to avoid problems (e.g. bins left on the street overnight).	WPBC	Chamber of Commerce

ref.	code	ACTION	BACKGROUND	LEAD	PARTNERS
28	AS	Review of Existing Events Calendar.	To explore how existing events in the town can be shifted and/ or extended into the evening to help enliven the after dark experience.	WPBC	Chamber of Commerce DCC
29	AS	Review of the Local 2012 Host Venue Volunteer Programme.	To ascertain if volunteers from the 2012 programme could be encourage and/or utilised within After Dark projects before, during and after the Games.	WPBC	Team Dorset DCC
April 2012 — March 2013					
30	PA	Feasibility study of the Potential for a Business Improvement District for the Town Centre.	To create a proactive positive development of the town centre that encourages investment and a sustainable business environment.	WPBC	Chamber of Commerce
31	PA	Quiet Routes Home.	Source funding for a PR campaign about noise reduction after dark and to enforce the "quiet routes home" concept — p.83.	WPBC	Pubwatch Dorset Police Street Pastors
32	AM	Ensure Safe Routes to and from Car Parks After Dark.	A greater sense of safety for those arriving by car, with particular attention to an increased sense of safety on Lower St Albans Street.	DCC	Chamber of Commerce
33	AS	Establishment of a dedicated website portal for the town centre after dark activity and entertainment.	To positively promote after dark activity and a safe environment; ensuring promotion of coordinated activity and transport information with those businesses supporting after dark policies and ethos.	WPBC	Chamber of Commerce
34	AS	Later Hours Retailing Feasibility Study.	To explore how shops opening longer can help bridge the gap between day time and evening and keep the town more active for longer.	WPBC	Chamber of Commerce
35	AS	Introduction and Coordination of a Programme of Activity for the Town Centre during 2012 Games Olympic period.	This will showcase existing and new after dark activity with the aim of creating a legacy for the town centre which contributes to an improved image and enhancement to visitor marketing.	WPBC	Team Dorset DCC
36	AS	General After Dark Promotion linked to the London 2012 Games.	Town centre to be included within the general promotion of the 2012 Games to maximise the promotion and awareness of the town centre highlighting the safe, family friendly, after dark environment.	WPBC	DCC Team Dorset

ref.	code	ACTION	BACKGROUND	LEAD	PARTNERS
37	AS	Inside/Outside Events Calendar.	Further animation of public space by showcasing existing local clubs, groups and societies by bringing activities traditionally held indoors out into the public realm.	<i>to be confirmed</i>	<i>to be confirmed</i>
38	AS	Enhanced Promotion of Live Music Scene.	This well-regarded aspect of Weymouth's after dark offer can play a more prominent role in the marketing of the town; to help support a more positive image of the town.	<i>to be confirmed</i>	<i>to be confirmed</i>
39	PR	Inner Harbour Development and Design Brief.	To consider how under-utilised sites on the eastern bank of the marina can be brought into more productive use, particularly after dark to deliver a greater range of food and entertainment based family-friendly uses.	WPBC	Harbour Management Board Environment Agency DCC
40	PR	Enforce Door and Window Closures.	This will promote good neighbourliness in the town centre after dark.	WPBC	Pubwatch
41	PR	Consider Timings of Street Cleansing Regime.	There is an identified need to minimise disturbance in streets adjacent to guest accommodation; e.g. no noisy cleansing in areas near to guest accommodation before 09h00.	WPBC	Chamber of Commerce
42	PR	Use of Public Art.	Consider ways in which public art interventions can be used to enhance the after dark street scene (e.g. redecorate utility boxes with textured paint and artworks to deter fly-posters — p.94).	WPBC	DCC
April 2013 — December 2015					
43	PA	Consider Obtaining Purple Flag.	Accreditation will be a useful tool in promoting a positive message to non-users and to reassure existing users of the town after dark — p. 97.	WPBC	Chamber of Commerce
44	OA	Female Door Supervisors.	To promote a more balanced and representative town centre after dark, thereby increasing positive perceptions.	Pubwatch	—
45	AM	Passenger Initiated After Dark Bus Halts.	Provides a greater sense of safety and security for late night bus users. Engagement required with the private companies currently delivering these services.	DCC	Bus Operators

ref.	code	ACTION	BACKGROUND	LEAD	PARTNERS
46	AM	Late Rail and Bus Feasibility Study.	To test the viability of running rail and bus services later into the evening and night to encourage both users and non-users of the town centre to visit more often and more easily. Engagement required with the private companies currently delivering these services.	DCC	Rail and Bus Operators
47	AM	Harbourside Pedestrianisation Feasibility Study.	To consider the implications and actions required if traffic is removed from large parts of the Harbourside, as part of a strategy to increase pedestrian flows alongside the waters edge.	DCC	WPBC Environment Agency
48	PR	Create New Civic Spaces.	Feasibility study on the creation and delivery of new focal spaces for the town centre, including: <ul style="list-style-type: none"> • St Thomas St / St Edmund St — p.64 • Side of St Marys Church — p.71 • Along the Inner Harbour — p.66 to 70 	WPBC	DCC Environment Agency
49	PR	Conservation Area Designation Review and Heritage Area Assessment.	To ensure Conservation Area status is refreshed so that the key attributes (e.g. rail lines in the street surface) are protected and enhanced, thereby increasing the attractiveness to future investors.	WPBC	English Heritage
50	PR	Introduction of a Shop Front Design Guide.	To improve the image of the town centre and to reflect the character and heritage of the town, to include bars, cafes and restaurants as well as shops.	WPBC	Chamber of Commerce
51	PR	Footfall Counters.	To help evaluate the popularity of Weymouth after dark and to help put crime data, investment decisions and policy into a more accurate context.	WPBC	Chamber of Commerce
52	PR	Lighting Strategy.	To ensure a safe, welcoming and dynamic town centre after dark with designs appropriate to the four character areas: 1. Heritage Quayside 2. Contemporary Marina 3. The Esplanade 4. Old Town.	WPBC	DCC Chamber of Commerce
53	PR	Bridges Lighting Strategy.	Seek funding to create three exciting landmarks to assist legibility of the town after dark.	WPBC	DCC
[END]					

Any questions or comments?

Please direct them to :

**The General Manager
Communities and People
Weymouth & Portland Borough Council**

The Weymouth after Dark report was received by Weymouth & Portland Borough Council in December 2010.

If you need this information in large print, Braille, in audio format, another language or would like to talk to a member of staff to discuss your needs please contact us on 01305 838000.



Dokument ten jest życzenie udostępniany także w innych wersjach językowych, w dużym druku lub formacie audio



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