



NIGHT TIME ECONOMY

Latest and emerging
innovations in night
time economy
safety

Who are we?

- Night Time Economy Solutions™ specialises in designing creative solutions to help towns and cities become safer, vibrant and more attractive in the evening and at night.
- We combine years of experience of working in partnership with police forces, police and crime commissioners, Business Improvement Districts (BIDs), local authorities, hospitals, universities, licensed premises and voluntary organisations.
- In the UK we have worked with areas such as Manchester, Nottingham, London, Leicester, Torquay, Wakefield and Chester



Latest and emerging trends in NTE

- Esurvey
- 3 UK cities
 - Nottingham – Top 10 Large City
 - Brixton – London Borough
 - Torquay – Seaside Town
- approximately 1600 people



Key Findings

Approx. 50% of residents don't use their city centre after 9pm

The common themes in all areas are:

- Drunk People – 40%
- Behaviour of others – 32%
- Unsafe/Feels unsafe – 24%



What does this mean?

We need to make our city centre after 9pm more accessible to our populations, they need to be inclusive of:

- Families
- Older People
- Faith groups
- Those who don't drink
- Disabled
- LGBTQ

Find ways to moderate the effects of drunk people and the behaviour of others. Whilst promoting safety features of how safe a city is.

We need to cater for the changing desires of our communities as night life evolves



How people use the ENTE?

The common themes in all areas are:

- Restaurants – 82%
- Pubs/Bars/Clubs – 70%
- Cinema – 56%
- Live Music – 41%
- Festivals – 27%



What does this mean?

In terms of marketing areas should focus on promoting the vibrant offer of:

- Restaurants
 - Pubs/Bars/Clubs
 - Cinema
 - Live Music
 - Festivals
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- We recommend having one central point for the promotion of night life
 - 75% of people find out about what to do via Facebook Events



What they would like to see less of?

The common themes in all areas are:

- Nightclubs: 40%
- Pubs/Bars: 18%

Therefore if you work in planning it's essential to protect your assets but granting further licenses for these activities might not be what your residents want.

Instead look at the growth areas of culture, heritage, arts, markets, festivals, sports and health and wellbeing



What would make them use it more?

The common themes in all areas are:

- More/better events - 42%
 - Safer - 26%
 - More options without alcohol - 24%
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- We find areas have events but they are not well publicised.
 - Newspapers/local media focus on the bad stories of ENTE so it's essential to have a positive PR strategy that is maintained by all partners
 - Growing demographic who don't drink or take drugs approx. 30% in the UK and growing year on year



How can you diversify

- Reviews/Audits
- Mapping assets
- Creating a register / inward investment brochure of welcomed activities and suitable premises
- Strategies
- Policies
- Tsars/Czars/Mayors and Managers
- Night Time Economy Strategy boards
- Funds to enable Innovation/Evolution
- Residential / Agent of Change



How safe do people feel after 10pm

- Very: 7%
- Quite Safe: 36%
- Neither Safe nor unsafe: 24%
- Quite Unsafe: 22%
- Very Unsafe: 10%

This shows that only 1/3 of people feel unsafe which is lower than some original perceptions , people don't come into cities/towns for a variety of reasons and safety is only one of them



Reasons people feel unsafe?

- Drunk people: 18%
- Not enough police: 16%

In terms of police we often find it's not always police but uniformed presence and in which case responsible guardians can fill the gap and can aid management of drunk people whilst providing the visibility that is needed to help people feel safe.

This should be combined with promotion of available CCTV, talking CCTV or help points.



Reducing and managing
vulnerability whilst promoting
safety



Vulnerability Matrix

Vulnerability Type	Owner	Stakeholder – Licensed premises	Stakeholder - Transport	Stakeholder - Street pastors	Stakeholder - Comms
Intoxicated – Rape	Police	Training with bars on spotting signs of predatory males and intervening in the situation to protect female, capturing CCTV images, and other info and reporting to Police,	Training with taxi drivers on spotting the signs of predatory males, intervening in the situation and reporting	Training of Street Pastors to go to venues to care for vulnerable people identified by licensed premises	Public campaign on safety and stay with your mates

Technology: Drones

- In areas where there is limited CCTV but issues such as ASB, violence, noise at specific times.
- Crowd management and control or a better view of an incident at festivals
- To convey voice messages to large groups of people especially in case of emergency such as a terror incident.
- Search for missing or abducted persons this is particularly useful in low light or night time searches where searching on foot is prohibitive.
- Waterway Safety: Use of thermal sensors to detect humans by their heat signature is helpful in search and rescue scenarios
- Chasing a drunk driver or stolen car
- Illegal raves
- Medicine Delivery Service
- Follow you home
- Temporary lighting



Technology: Collaborative

- **Face Watch:** Facial recognition to warn business when subjects of interest enter
- **mPatrol:** Mobile based incident prevention system uses phone and NFC (near field communication) tags around a building to carry out checks



Technology: Apps and Phone Tech

- **Hollie Guard:** Shake or tap to send location and audio video to contacts
- **Circle of 6:** pre-set messages / GPS coordinates
- **Safe and the City:** Crime stats/User reports of unsafe areas/suggests safe walking routes/designated registered safe businesses



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