



Llywodraeth Cymru  
Welsh Government

# A Framework for Managing the Night Time Economy in Wales

Creating a Healthy, Diverse and Safe Night Time Economy



Restaurant

Cafe



Summary

# Overview of the Framework

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The night time economy in Wales concerns the economic activity occurring between the hours of 6pm to 6am. This encompasses a range of activities from restaurants and establishments serving food, the on and off trade sale of alcohol, music venues and clubs with dancing and entertainment, cinemas and other leisure activities. Wales has a range of diverse night time economies that exist in both urban and rural areas, from university cities to country towns.

Night time economies are a valuable asset to Wales. They create jobs, revenue and provide opportunities for people to socialise. However, evidence at international, national and regional levels has demonstrated that the growth of the night time economy has been associated with increasing levels of anti-social behaviour, criminal activity and substance misuse.

The night time economy can be a complex policy area to tackle, involving a broad range of agencies and stakeholders who need to work collectively to ensure a safe and enjoyable journey through the night time economy. This includes developing and maintaining an environment which is attractive and sustainable for all ages and developing targeted prevention strategies in order to move away from a culture of substance misuse and harm. Connecting all factors is the need to understand the night time economy at a local level, so that effective prevention strategies and enforcement can be implemented which are based on intelligence and accurate information.

Information in this summary report summarises the **key objectives, outcomes and examples of practice** included in the *'Managing the Night Time Economy in Wales'* Framework. The Framework has

been developed by Welsh Government in partnership with Public Health Wales and key stakeholders through a public consultation, workshops with stakeholders and has also undergone a full Health Impact Assessment. Using the social determinants of health and well-being as a lens, the Health Impact Assessment included consideration of any vulnerable groups who would be affected by the Night Time Economy Framework, as well as the general population as a whole. It also considered the impacts of the night time economy on those key stakeholders who would be affected by, have an interest in, or are required to manage the night time economy.

Using ambitions laid out in the *Well-Being of Future Generations (Wales) Act (2015)*<sup>1</sup>, the framework has shifted from a reactive focus, to a proactive and preventive approach to support prosperous and safe night time economies in Wales.

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<sup>1</sup> Welsh Government (2015) Well-being of Future Generations (Wales) Act 2015.

Available from: <http://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>

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Mae'r ddogfen yma hefyd ar gael yn Gymraeg.  
This document is also available in Welsh.

# Journey through a Healthy, Diverse and Safe Night Time Economy in Wales



## PREVENTION

Preventative messages against pre-loading

Social responsibility

Minimum unit pricing

Off License

Reinforcing preventative messages to prevent route-loading

Pre-planning journey home

Safe and efficient transport

Opportunities for local employment

Thriving and prosperous economy

Sale of ethically sourced and local products

££££

Supporting a change in culture away from drugs and alcohol

Celebrating local culture

Preventive campaigns against violence

Industry self-regulation schemes

Effective street lighting

Safe and efficient transport

Multi-agency collaboration on licensing decisions

Tackling illicit alcohol market

Effective Licensing

Collaboration with planning

Training staff to increase awareness of legislation and vulnerable groups

Vulnerability Awareness Training

Supporting industry to not serve drunks

Enforcement of licensing

Age verification in licensed premises

Street Pastors

Proactive policing and enforcement

Cleanliness

Keeping glass off the streets

Multit-agency emergency responses

Treatment centres and help points

Emergency Departments

Alcohol Treatment Centres

Footfall data to understand who visits and uses the NTE

Surveillance and identification of hotspots

Monitoring and evaluation of interventions

Learning from others about what works

ENFORCEMENT

UNDERSTANDING

# Purpose of the Night Time Economy Framework

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The purpose of the Night Time Economy Framework is to provide a structure for all key stakeholders to aid the development and preservation of a sustainable, healthy and safe night time economy for all in Wales through understanding the night time economy, supporting prevention strategies and enforcement.

Alongside existing legislation and policies in Wales, the Night Time Economy Framework aims to promote diverse night time economies and support the development of safe towns and city centres that are accessible and attractive to all. Achieving this aim will require strong and sustained partnership working to attain and maintain a positive environment for present and future generations.

The Night Time Economy Framework is intended for use by local authorities, local health boards, night time economy teams, community safety leads and other key stakeholders, such as the police,

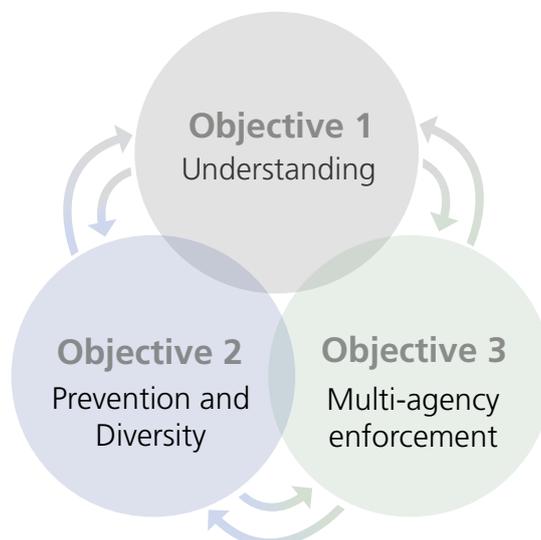
licensing departments and industry, to assist the development and delivery of local plans and strategies. Business Improvement Districts (BIDs) will also have a key role in developing and managing the night time economy.

Key examples outlined within this document are a selection of existing interventions which can be used for guidance and support. It is also important to note the significance of the development of innovative interventions, and also the importance of evidence-based best practice. More detail can be found in the *'Managing the Night Time Economy in Wales'* Framework.

## The Night Time Economy Framework

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The Night Time Economy Framework has three main objectives that are interlinked and underpinned by specific outcomes. It is recognised that it may not be feasible or necessary to take action against all aspects of each objective, as this will be dependent on local needs of communities and cities within Wales.



# Objective 1

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To support the development of a systematic approach to increase understanding of the night time economy based on intelligence and accurate information.

When formulating a strategy to manage the night time economy, it is essential to understand the nature and scale of activity and issues in any local area. Multi-agency collation, assessment and exchange of data from both the private and public sectors is crucial to effective management of the night time economy, enabling the creation of local profiles and tailored interventions to meet local area needs. With the long-term shared goal of improving the night time economy for future generations, a focus on monitoring and understanding of the night time economy is vital to ensure preventative action is both targeted to local needs and allows for the future regeneration of Welsh cities and towns.

## Outcomes:

- a) Sharing of information, intelligence and resources amongst partnership agencies at the local, regional and international level which helps promote preventative action.
- b) Development of a programme of coordinated actions or projects to address identified problems using profiles of local area needs.
- c) Recognition of a shared responsibility for the effective engagement and coordination of relevant agencies, stakeholders and local communities.
- d) Effective and sustainable monitoring and evaluation of existing and new interventions to monitor progress and impact within the night time economy.



### Key examples of practice:

The **South Wales Violence Surveillance Project** brings together multiple stakeholders from different sectors such as Public Health Wales, Local Health Boards, the Welsh Ambulance Service Trust and South Wales Police to tackle violence in South Wales. Based on the work of the Trauma and Injury Intelligence Group led by Liverpool John Moores University, the project in South Wales has developed a routine surveillance and analysis system for early intervention and the prevention of violence by establishing systems for data sharing between agencies. For the first time in South Wales, ambulance, police and emergency department assault data has been used to map assault location and communities where the risk of violence and victimisation and perpetration are more likely. The importance of health data sharing for violence prevention to create a safe night time economy can be extremely useful to target hotspots and help inform future licensing decisions. The multi-agency data collated through this initiative has also been used to inform and evaluate interventions within the night time economy, for example the Help Point in Swansea and the implementation of a taxi marshal scheme in Aberdare.



**More information can be requested from the following email address:**  
[ViolenceProject@wales.nhs.uk](mailto:ViolenceProject@wales.nhs.uk)

**Community Alcohol Partnerships (CAPs)** bring together industry, police, health services, education providers and other key stakeholders to tackle the problem of underage drinking and associated anti-social behaviour in the night time economy. A case study of a Community Alcohol Partnership in Powys illustrates how key stakeholders have worked together to introduce a range of initiatives, for example Challenge 25, in order to provide a consistent approach to tackling availability of alcohol. Patrols by the police and community police support officers were also organised to gather intelligence on where young people were congregating to drink alcohol. As a result, there was a decrease in alcohol-related youth anti-social behaviour of 39.5% and improvement in relationship between retailers and enforcement agencies.



**More information can be found on the Community Alcohol Partnership website:**  
<http://www.communityalcoholpartnerships.co.uk/case-studies/brecon>

### Useful guidance:

- The Wales Accord on the Sharing of Personal Information (WASPI). <http://www.waspi.org/>
- Liverpool John Moores University. 2014. *A guide to using health data to inform local violence prevention*. <http://www.cph.org.uk/publication/a-guide-to-using-health-data-to-inform-local-violence-prevention/>

## Objective 2

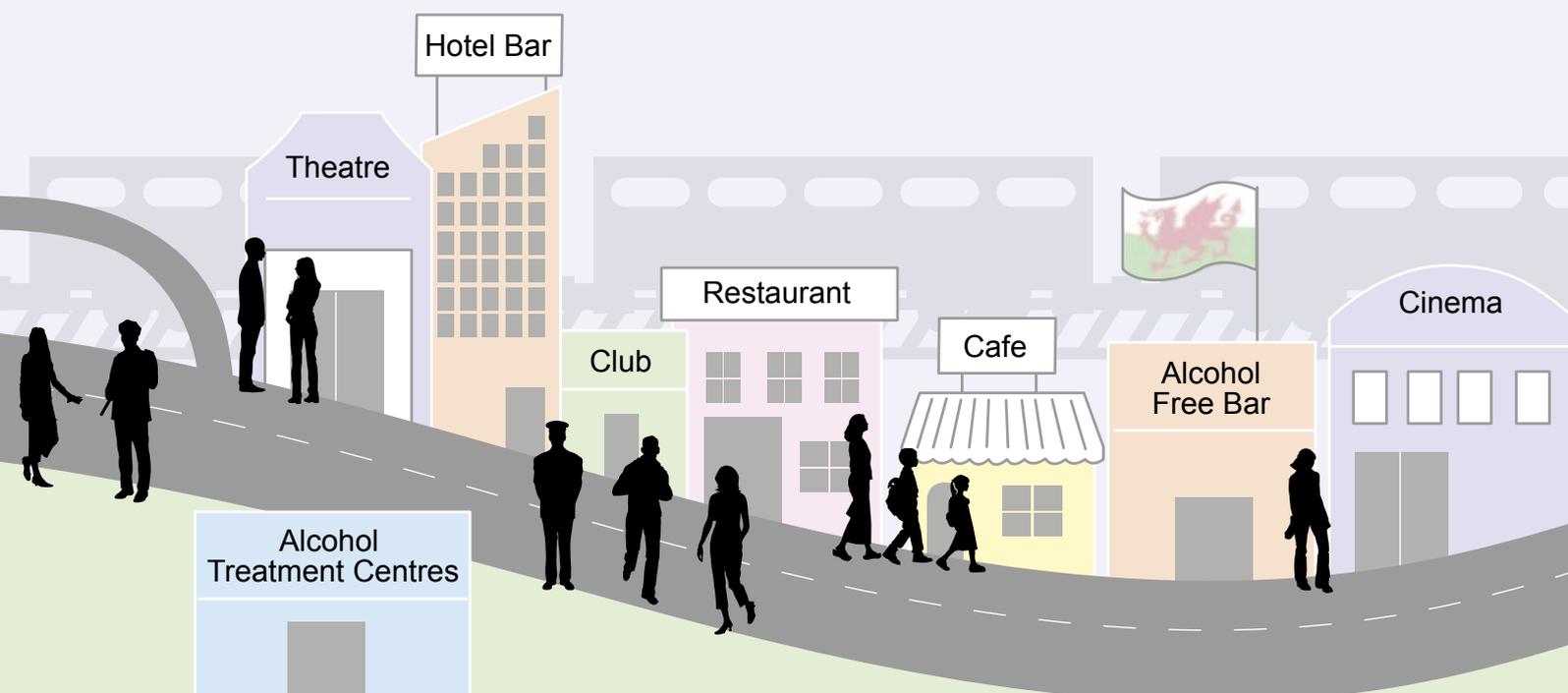


To promote sustainable environments and support prevention strategies to create healthy, safe and diverse night time economies in Wales.

A successful night time economy depends on attracting a range of people of all ages to a variety of activities and promoting a change in culture in the night time economy to create feelings of safety and encourage greater diversity. This can be achieved by working proactively across sectors, for example licensing and planning, to promote key preventive messages and to ensure people have a safe and enjoyable experience in the night time economy.

### Outcomes:

- Development and maintenance of diverse, safe and accessible environments in the night time economy which support the needs of all night time economy patrons, including vulnerable groups.
- Effective provision of tailored facilities and infrastructure for all users of the night time economy, including an effective and safe transport system.
- Promotion of key preventative messages to encourage a culture shift which minimises the risk of harm from substance misuse and violence in the night time economy.
- Working with industry to encourage use of evidence-based regulatory frameworks to improve safety.



### Key examples of practice:

The **Know the Score** campaign aimed to increase the awareness of responsible drinking and legislation regarding alcohol sales to drunks, support staff compliance with the law and discourage from selling alcohol to drunks in the night time economy. The campaign included a social marketing campaign, radio broadcasts, intervention materials such as posters and bar servers t-shirts, and enhance police enforcement. By promoting key preventive messages across South Wales to promote a change in culture, the campaign has been implemented and evaluated by Liverpool John Moores University, the South Wales Police and Crime Commissioner and the Welsh Rugby Union. Results of the evaluation suggest that after the campaign, the proportion of night time economy users who could identify that selling alcohol to individuals who were drunk was illegal increased from 48% to 60.8%, and preloading was reported to have reduced significantly from 63.2% to 54.3% after the campaign was implemented.



**More information on the campaign and evaluation can be found on the Liverpool John Moores University website:** <http://www.cph.org.uk/wp-content/uploads/2015/07/Know-the-Score-pilot-evaluation-FINAL-REPORT-July-2015.pdf>

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Alcohol Concern Cymru has worked in collaboration with the University of South Wales to design the **Perfect Pub** with the aim of creating pubs and bars where the focus is on relaxing and socialising, not on alcohol consumption. The design of the Perfect Pub takes into account space, furniture, lighting, music and food provision to encourage sensible drinking within a relaxing atmosphere, and may encourage a broader demographic mix of consumers. These designs are being encouraged to be used in the future to inform better pub design.

**More information on the Perfect Pub can be found on the Alcohol Concern Cymru website:** <http://www.southwales.ac.uk/news/2016/whats-your-idea-perfect-pub/>

## Objective 3

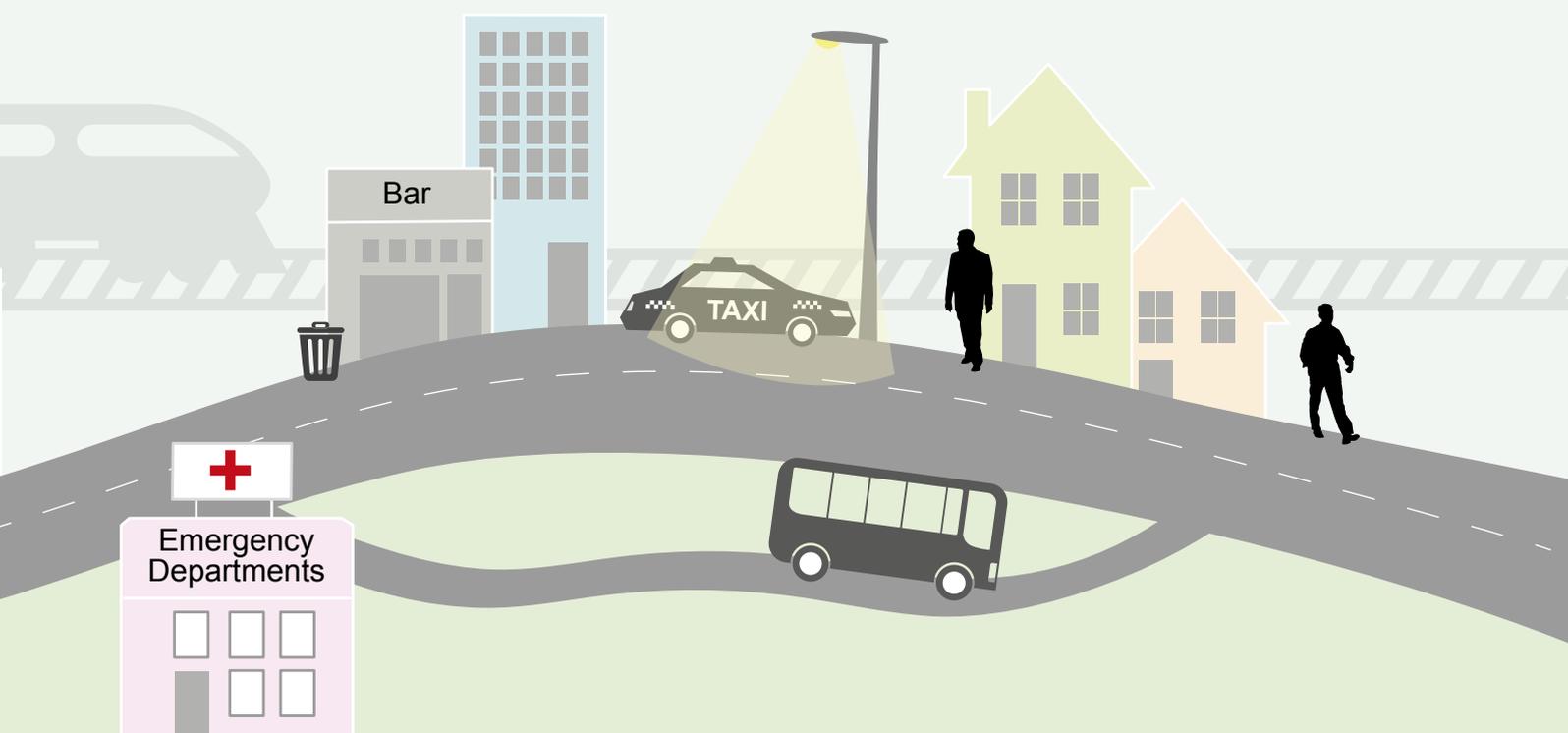


To support effective multi-agency management of the night time economy and enforcement at the local level.

The night time economies aims to support the development and sustainability of safe Night Time Economies in Wales where the risk of crime and substance misuse is reduced and managed proactively and effectively. The night time economy places enormous pressure on emergency services and the Health Impact Assessment of the draft Night Time Economy Framework highlighted the important need for stakeholders to work collectively to encourage responsible licensing and to share responsibility of the demands of the night time economy.

### Outcomes:

- a) Sustainable provision of flexible and targeted emergency services in the night time economy.
- b) Efficient planning and use of licensing and legislative powers through joint-working and collaboration to ensure safety in the night time economy.
- c) Proactive enforcement of existing and new legislation incorporating a public health approach to policing.
- d) Constructive and positive engagement between all key stakeholders, including public sector, industry and voluntary sector.



### Key examples of practice:

The **Cardiff Alcohol Treatment Centre** is a nurse-led service that provides a safe environment in which the intoxicated can be assessed, treated if necessary and monitored. The Alcohol Treatment Centre was developed through a broad partnership including local government, police, healthcare and numerous other agencies that are all affected to varying degrees by severe intoxication emanating from the night time economy. The primary goal is to divert as many of the intoxicated as possible from Emergency Departments to the Alcohol Treatment Centre in order to improve the provision of care in Emergency Departments and improve unscheduled care response in the community generally. The evaluation of the Alcohol Treatment Centre showed that the Centre reduced the risk of harm to the night time economy users; reduced ambulance waiting time and diverted severely intoxicated away from Emergency Departments.

**More information on the evaluation can be found at the following website:**

<http://cardiffandvaleapb.org/wp-content/uploads/Evaluation.pdf>

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The night time economy can present opportunities for sexual predators to take advantage of increased levels of vulnerability, for example through the consumption of alcohol. Led by the South Wales Police and Crime Commissioner, **Vulnerability Training** equips those working within the night time economy with the tools to identify vulnerability and sexual predators, and increases understanding of how to identify and intervene at an earlier stage. This training is mandatory to all South Wales police officers who work within the night time economy. Although training is voluntary for external partners such as door staff and bar staff, it has been attended by staff from private license holders, for example bar staff in Aberdare.

**More information can be found on the following website:**

<http://commissioner.south-wales.police.uk/en/police-crime-plan/tackling-violent-crime/vulnerability-training/>

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**Street Pastors** is a Christian voluntary organisation supporting patrons in the night time economy from 10pm to 4am across Wales and have support from local churches, community groups in partnership with the police, local council and other statutory agencies. Street Pastors are trained volunteers who care for, listen to and help people who are in the night time economy. For example, in Wrexham, the North Wales Police and Crime Commissioner has stated that the work of the Street Pastors has contributed to a reduction in violent crime and anti-social behaviour within the night time economy.



**More information can be found here:** <http://www.streetpastors.org/>

# Summary

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The night time economy presents ample opportunities for both social and economic development for individuals of all ages in Wales. However, these benefits can only be realised through

clear management and a framework to base action on. It is anticipated that this Framework will be used by all stakeholders to support, develop and manage the night time economy.

