

Celebrating Winchester's Evening Economy



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What is the Evening Economy?

- Eating and drinking (pubs, restaurants, takeaways)
- Leisure and culture (cinema, theatre, festivals)
- Shopping (late openings)

... greater emphasis on alcohol as the evening turns to night-time



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Challenges of the Night Time Economy

- alcohol and drug abuse
- anti-social behaviour
- damage to street scene and facilities
- increased fear of crime
- limited public transport
- fall out



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Opportunities of the Evening Economy

- new opportunities for local businesses (direct and indirect)
- more vibrant town centre
- summertime café culture
- easing the evening rush hour
- making public transport more viable



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Managing Winchester's Evening Economy

- Early Evening Economy Framework
- PubWatch initiatives/Alcohol control zone
- CCTV upgrade
- Continental Shifts/First Thursdays
- Additional PCSO/Police support
- Marketing the city as an evening destination



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Purple Flag

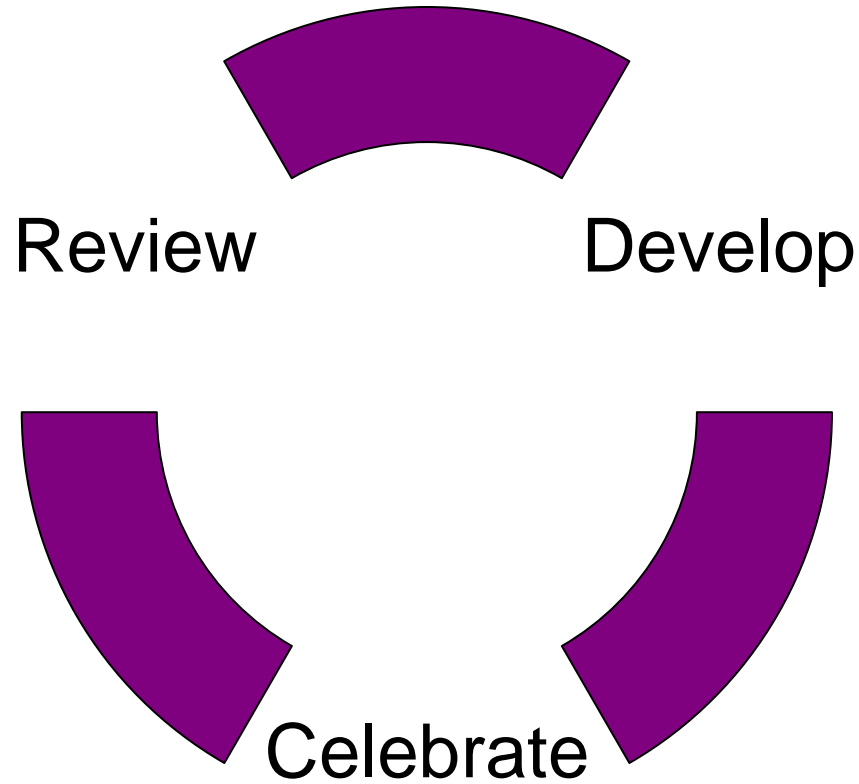


- the 'gold standard' for the night time economy
- devised and managed by Association of Town Centre Management
- self assessment tool kit, with external moderation
- 6 cities successful in pilot phase
- second round closes 30 June 2010



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Purple Flag



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Purple Flag Core Agenda

	Policy Envelope	
Clear Aim & Common Purpose	Wellbeing Welcoming, clean, safe	Movement Secure pattern of arrival, circulation, departure
	Broad Appeal Vibrant choice and rich mix or entertainment & activity	Place Stimulating destination and vital place



Contributing Stakeholders

- Community Safety Partnership
- Town Forum Members (representing residents)
- Police
- Shopwatch
- Theatre Royal Winchester/Festivals
- Transport operators



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Resources

- £1,500 entry fee for year 1 + £500 light touch review fee for year 2 – paid for by Winchester BID
- Staff/stakeholder time over 6 week project period

Support from ATCM: toolkit, overnight visit by 2 assessors, Purple Flag, networking, awards lunch



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Any Questions – and Any Volunteers?

Keith Wilson, Winchester BID

Kate Crawford/ Eloise Appleby, WCC

www.atcm.org/purple-flag/index.php



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