

York After Dark

Appendices to research and proposed action plan on
the evening economy and the visitor experience of
York in the evening

Table of Contents

1. The National Picture
“*NightVision*”: Town Centres for All - Civic Trust, January 2007 and
“*Consumers and Products of Tomorrow*” Year Three of the Evening
Economy Work Programme— Erskine Corporation LLP (research
commissioned by the Civic Trust), October 2005
2. Audit of Current Evening Economy Provision in York
‘*Unlocking our Heritage – The Market and Product*’ - York Archaeological
Trust 2004 updated by Economic Development Unit, City of York Council,
November 2006
3. York’s Historic Attractions and the Evening Economy
“*Unlocking our Heritage*” York Archaeological Trust: Prepared by the
Partners Group and David Leon Consulting, 2004
4. Visitors and the Evening Economy
First Stop York Visitor Survey – 1996-2006 and The Economic Impact of
Tourism in York: Estimates for 2005, Bernard Stafford and Stephen Martin
5. Residents and the Evening Economy
City of York Council’s TalkAbout Panel – 2000-2006
6. Film Alfresco Questionnaire
CYC Economic Development Unit, September 2006
7. Attitudes toward York as an evening destination
Focus Group research with Visitors and Residents of York, Yorkshire Tourist
Board, September 2006
8. What do the traders think?
Discussion Groups with Evening Economy Stakeholders, CYC Economic
Development Unit, October 2006
9. Lighting, Crime and Security
Comments by the Safer York Partnership and excerpts from York:Light, the
Lighting Masterplan for the City of York

Methodology

The research methodology for this report involved a number of different stages and the consideration of a range of sources of information.

The first stage of the research reviews a number of key pieces of existing research, which includes both national and local focused work. The Civic Trust Opportunities Review Research which has been discussed, is part of a major national three year research programme and highlights possible future trends, market responses and examples of good practice. The York Archaeological Trust research considers the current market and product of York in the evening, including an audit of the evening offer, due to developments over the past few years a 2006 update of this information is outlined. Other aspects of the research included a review of other historic cities and their evening economies and research related to a number of trial evening openings of visitor attractions.

The report also includes analysis of existing primary data from the First Stop York Visitor Survey, The Economic Impact of Tourism Study and the Council's Talkabout Panel, which provided information about the current behaviour and attitudes of both visitors and residents of York in the evening.

The research outlined above is supported by a number of new research projects commissioned for this report. This included a self-completion questionnaire which attendees at the two Film Alfresco screenings, which took place in York during September 2006, were asked to complete. The questionnaire asked a number of questions specifically in reference to the cinema but also gauged attendees views on aspects of York's evening economy. To involve and record the opinion of stakeholders in the evening economy two discussion groups took place, this provided individuals from different business sectors which impact upon the evening economy to discuss the current strengths, weaknesses and possible improvements which could be made to the evening economy. The final piece of new research were focus groups which took place with both visitors and residents of York, where the attitudes towards York as an evening destination were investigated and new product development ideas for York's evening offer were tested.

This combination of research methods and qualitative and quantitative data has produced a detailed understanding of York's evening economy and as a result the information has been used to highlight a number of key findings which in turn have lead to the development of a proposed action plan in response to the current evening economy of York.

1 – The National Picture

NightVision: Town Centres for All

Civic Trust, January 2007

Year Three Evening Economy Work Programme – Opportunities Review: “Consumers and Products of Tomorrow”

Erskine Corporation LLP (commissioned by the Civic Trust), October 2005

In 2003 the Civic Trust were awarded a funding grant from the Department for Communities and Local Government for a three year programme of events, research and case studies to look at good practice in managing and developing the evening and night time economy. The research involved a number of sources ranging from interviews with key stakeholders in the evening economy, local authorities, national government, developers, the drinks industry, licensees, retailers and also consumers.

The NightVision report published in January 2007 combines this wealth of research to outline a vision for better town centres at night and the practical steps that can be taken towards achieving this vision. The overall vision and aims of the report are outlined below:

The Civic Trust has a very clear vision for what town centres should be at night, in short we would like to create “town centres for all” - welcoming spaces that work at night for everyone: families, residents, businesses, older people, teenagers etc.

The Civic Trust want to see:

- *Shops open in the evening*
- *Venues that cater for families and older customers*
- *More special events and festivals that add life to the town centre*
- *Innovative use of public buildings in the evening*
- *An increase in non alcohol related activities at night*
- *An improvement in public spaces and lighting*
- *Better night time public transport*
- *An increase in a responsible, adult presence such as street wardens.*

The report further outlines a number of core principles and methodology which are seen as fundamental in changing town and city centres to be more inclusive and sustainable night time destinations that work for all stakeholders.

The NightVision programme also incorporated an Inclusive Town Centres Survey, the survey of local authorities highlighted that many people - particularly older people and women - can feel excluded from town centres at night, particularly at the weekend. They fear anti-social behaviour and believe that there are few activities in town centres to attract them. Whilst about 45% of 16-34 year olds go out on the town one evening a week, only 15% of over 55s do and 71% of over 55s would not go to a town centre in the evening.

A further aspect of the NightVision programme is the Opportunities Review: “Consumers and Products of Tomorrow” report which focuses on future evening consumer trends, market responses and the potential for more inclusive town centres.

Evidence suggests that a lack of diversity in the evening offer is a bad thing and there is also a limited argument that a more diverse town centre is likely to be of benefit to wider society. Specific research related to creative classes¹ suggests that nightlife is a key component to a city’s appeal for this particular group of individuals, however this does not reflect the opinions of society as a whole, further work is required to gauge general opinion.

Furthermore an emerging problem appears to be who owns the evening economy, in most towns this is a difficult question. However it is clear that the government wants local authorities to be responsible for the direction and development of the evening economy, with ownership sitting with the LSP. There is a range of legislation and policies which impact upon and shape the evening economy such as BIDs (business improvement districts), the Licensing Act 2003 and the How to... Manage Town Centre guides.

The report suggests that in terms of licensed premises, which have dominated the evening economy in recent years, market forces have not encouraged diversity but instead created a uniformity of provision. However population trends which will lead to an older age profile with high disposable income may force a change in the available evening leisure activities and licensed premises. Furthermore it is highlighted that teenagers are not provided for in the current evening experience, entertainment is focused upon the cinema and under-age nightclubs, which reinforce existing attitudes and behaviour in the town centres in the evening. Although pubs, bars and clubs will remain central to the evening economy, future changes include the growth of eating out, increasing importance of live entertainment and city centre cinemas which lead to the provision of an experience rather than just an event.

A range of interventions are highlighted which are seen as expanding the current evening economy offer. It is recognised that although evening shopping does well in certain locations, in a number of major centres there is a lack of integration between later opening hours, marketing campaigns, entertainment and other events to keep people in the centre in the evening. Museums and galleries are also developing as evening entertainment as an attempt to increase participation and extend opening hours.

The report also looks at a number of case studies including York, which they highlight as interesting town centre formats. The Idea Stores in Tower Hamlets, London is a new method of combining libraries and adult education centres providing focal centre points in both the day and evening for the local community. The Stores appeal to a wide variety of age groups and provide the spaces for a range of activities even spaces for doing nothing. A further case study is Komedia which has venues in Brighton and Edinburgh, they provide a range of entertainment in a café culture style, providing an informal space for a meal or drinks with entertainment as well. The focus on York outlines the Renaissance: Illuminating York project using various methods all involving light to improve the evening experience.

¹ Richard Florida’s description of the “creative classes” is similar to the “Cosmopolitan” lifestyle types identified as 1 of 2 key market segments for York Tourism. According to the Arkenford lifestyle market segmentation “Cosmopolitans view themselves as stylish, but individuality rather than fashion is most important.... They are risk takers; this is reflected in their purchases, but also in their desire for things that are new and different and provide them with new challenges, both physical and intellectual. This includes an appreciation of art and culture”.

In conclusion the report focuses on two recommendations,

- a joined up approach by government departments to deliver a programme of training, best practice and action planning which would support the development of safe and successful evening economies.
- a long term vision for the evening economy in towns and cities which would be used to develop an evening economy strategy. There is a further need for all strategies which impact on the evening economy to be evening economy proofed.

The information from the NightVision report which encumbuses the Opportunities Review will be used by the Civic Trust year together with consultants Erskine, to produce four pilot projects with local partners to put the key principles into action through innovative projects that will lead to real local improvements, the development of good practice and policy formulation. The pilot projects will be then used to develop a 'core agenda of techniques and standards to be disseminated to practitioners and policymakers.

2 - Audit of Current Evening Economy Provision in York

York Archaeological Trust

'Unlocking our Heritage – The Market and Product' 2004

updated by Economic Development Unit, City of York Council November 2006

The following section provides an update of information which was outlined in the 2004 York Archaeological Trust 'Unlocking our Heritage – The Market and Product' report, which is discussed in a further section of this report. The report provides an outline of important aspects of the evening economy, such as transport, retail and entertainment: these aspects have been updated below, with particular emphasis upon any significant changes that have taken place since the report was published. A number of other factors which have further been recognised as important to the evening economy are also outlined in this section.

Transport

The transport infrastructure of York is an important contributing factor towards the evening economy as without adequate transport links both residents and visitors will be unable to access the current evening offer.

Park and Ride

- There are now five Park and Ride sites which operate in York, the system works by allowing users to park in secure car parks located on the edge of York and travel into the centre of the city by bus.
- The Rawcliffe Bar, Designer Outlet, Grimston Bar and Monks Cross services operate until around 8.00pm on an evening. This may limit the length of stay of users of the city centre on an evening, whereas the Askham Bar service which runs until 12.00pm provides a more flexible transport option and may encourage users to stay in the city centre for longer periods of time.

Bus Services

- The Local Transport Plan 2006-11 highlights that bus patronage in York has increased by 49% since the start of the 2001/02 plan, this is whilst other traffic levels have dropped. Bus usage is a key aspect of the plan and a priority of the City of York Council.
- There are a number of bus operators across York, however the First Group provides the core services across the city to the main settlements around the perimeter of York, the last services to and from York tend to leave at around 11, however the frequency of service does decrease in the evening.

Car Parks

- All council owned surface car parks remain open throughout the night, underground car parks such as Piccadilly and the Shambles are open until 6.30pm.
- Coach parking tends to be located at Council run car parks and overnight facilities are available, with related charges.
- At the time that the YAT report was produced (in 2002) there were no evening parking charges however since then charges have been introduced. There is a flat rate of £2.00 to park from 6.00pm to 8.00am (or £1.00 for those with a resident parking discount badge) The introduction of such charges, which were controversial when first launched, may be a deterrent to potential visitors and users of York in the evening.

Rail

- There are a number of train services to nearby towns and settlements such as Leeds, Harrogate, Selby and Scarborough. The last trains of the various services run until 10.00pm – 2.00am.

Retail

- Although only 7% of visitors to York, stated that shopping was their main reason for visiting, 50% of visitors do go shopping whilst in York, furthermore it is an alternative leisure activity which could be used to lengthen the stay of users of the city centre.
- The main closing time period for retail is between 17.30-18.00, however there are isolated stores in the city centre which operate later opening hours such as Borders.
- A current initiative by retailers in the city is the Petergate Party Nights, this involves a particular area of the city opening until 8pm on the last Thursday of every month.
- The out-of-town shopping centres tend to have regular later opening hours, Monks Cross is open until 8.00pm every week night, the Designer Outlet is open until 8pm every Thursday and stores at Clifton Moor also operate similar opening times.

Entertainment

Food and Drink

- There are around 200 cafes and restaurants and 200 pubs and bars in York, recent changes to licensing restrictions have extended opening hours with some premises now opening until 2am.
- There are 3 city centre night clubs, which close at around 3-4am.

Visitor Attractions

- Since the YAT report was published in 2004 there has been little change in the opening hours of historic attractions across York, with most attractions closing between 5.00pm – 6.00pm, at some venues e.g. York Dungeon and Clifford's Tower this does vary according to the season.
- YorkBoat operates a series of evening cruises from April to October, which depart at different times across the evening.
- The opening hours of the City Walls is until dusk, this can be until 8.00pm in May and August and as late as 9pm in July however in the winter the walls close as early as 3.30pm.
- The Yorkshire Wheel was opening until 9.00pm over the summer months, however this stopped at the end of September. There may be plans for similar opening hours in 2007.
- The wide range of festivals which take place in York, involve evening events and activities such as Wine Tasting which is part of the Food and Drink Festival and musical performances which are part of the Early Music Festival. These activities provide interesting additions to the evening offer however the events tend to take place annually.
- Most venues offer some form of hospitality and corporate entertainment in the evenings on a private hire basis.

Cinema and Arts Venues

- Since the recent closure of the Odeon cinema in the city, there is now only the City Screen which is based in town, located out of town is the Vue Cinema at Clifton Moor.
- The theatres and arts venues in the city include the Grand Opera House, York Theatre Royal, Joseph Rowntree Theatre, National Centre for Early Music and the Friargate Theatre.

- The art galleries in the city include the York Art Gallery, Adze Gallery, Coppergate Gallery, Blake Gallery and Minster Fine Art, however they are not open in the evening.

Other Evening Venues and Activities

- Fibbers Live Music.
- A range of ghost walks.
- York Brewery Tours, arranged by appointment.

Changes from 2004 to 2006

- Closure of the Odeon cinema in the city centre, there is now only the City Screen which is based in town, located out of town is the Vue Cinema at Clifton Moor.
- Closure of Barbican centre.
- Decline in evening shopping, there is no longer a dedicated website and marketing campaign.
- Introduction of evening parking charges, a flat rate of £2.00 to park from 6.00pm to 8.00am.
- Improved lighting across the city, in exhibition square and along the waters edge at The Guildhall and Lendal Bridge.
- There are a number of new bars and restaurants such as The Living Room and The Biltmore.

3 - York's Historic Attractions and the Evening Economy

York Archaeological Trust

“Unlocking our Heritage”

Prepared by the Partners Group and David Leon Consulting 2003 and 2004

The York Archaeological Trust was commissioned by the City of York Council in 2003 to look at the current evening offer in York and to test the feasibility of the evening opening of attractions.

The first aspect of this project looked at York's current evening offer, concluding that it is mainly focused around eating and drinking establishments, the two theatres and cinemas in the city centre. Whilst these main conclusions have not changed significantly, since the report was published, the evening offer has changed slightly with a number of establishments closing. An update of the current evening offer and analysis from the annual visitor survey is outlined in the previous section entitled The Current Evening Economy Provision in York.

Historic Cities and the Evening Economy

The second aspect of the project involved a review of other historic cities work involving interpretation of their historical heritage and their contribution to the evening economy. This involved a review of existing literature, contact with TICs and conversations with museum staff and tourism professionals across a number of key historic towns.

The project specifically focuses upon Chester as a case study and highlights the similarities between York and Chester in terms of the limited evening offer and the current prominence of drinking as an evening activity.

Chester's tourism strategy outlines the need to improve interpretation across the city and also emphasises the role of attractions as part of the evening offer, which in turn can improve the safety and desirability of Chester at night. Chester's vision for its night time experience is further outlined in the 'Towards a Chester at Night Strategy' (Draft 2004), an integrated approach to manage and promote the evening economy. The use of zoning within the city is key to this strategy, establishing a number of alternative areas which will inform planning, licensing and even the provision of facilities such as public toilets, evening buses and taxi ranks. It allows the drinking culture to continue but also make the city centre available to other users in the evening and extends the scope of cultural venues in the evening.

Due to the timescale of the YAT project there is little evaluation of the Chester at Night Strategy, and since the report was released a final Chester at Night Strategy has been produced. However the multi-agency approach and wide ranging consultation involved with producing the strategy does suggest there is a much wider and joined up backing to this vision.

York's Historic Attractions Trial Evenings

The final aspect of the project focused on York's historic attractions and their role in the evening economy, this was trialled through three late night openings of Jorvik and Arc and three food and entertainment events, each were linked to the Jorvik Viking Festival. To explore the reaction of both residents and visitors to such events both face-to-face surveys and self-completion questionnaires were carried out.

York Tourism Partnership, April 2007

To comment please contact: Sophie Packman, sophie.packman@york.gov.uk or Rory McCarthy rory.mccarthy@york.gov.uk

The face-to-face surveys targeted a broad range of people in the city centre, including residents, day visitors and tourists. The results outlined that 56% of respondents were interested in visiting museums and attractions in the evening, overnight visitors were most likely to be interested. In terms of the activities which would influence people to visit a historic attraction in the evening, a concert or musical performance, an event involving food and drink and a play were highlighted as being most attractive to visitors. The research specifically focused on walking tours as an evening activity and highlighted that the most popular form of tour was with a guide as a part of a group. Opinion around the attendance of children at evening events was divided with 36% of respondents stating they would be more likely to attend, 35% stating it would have no influence and 27% stating it would make them less likely to attend.

A total of 190 people took part in the trial evenings, the most popular events appeared to be the late night opening of Jorvik with 134 people in total attending. A self-completion questionnaire was used to gather feedback from the trial events. The research outlined that the late night openings of Arc and Jorvik were most likely to be attended by overnight visitors, whereas the food and drink related events were more likely to be attended by residents. There were high levels of enjoyment across all the events with respondents rating their enjoyment as either excellent or good.

The research concludes that there is a market for evening events in York, and proposes that the core target market is the overnight visitor. This is due to the low take up of residents at some of the events, despite claiming to be interested in such activities. However it may be the case that as a resident the late night opening of attractions, which they may have visited before may not be appealing as a more unique activity or event. The research further indicates that the most popular format of event involved food and drink or a concert or play.

Proposed actions included working with hoteliers to target the overnight visitor, operating a further series of trial events during the high season to develop the product and organising such events on a regular evening over an agreed period of time to increase awareness and to make promotion more easier. The overall aim is to develop products which will become integrated into the possible options which the public will consider when looking for evening entertainment.

4 – Visitors and the Evening Economy

First Stop York Visitor Survey – 1996 – 2006 and The Economic Impact of Tourism in York: Estimates for 2005

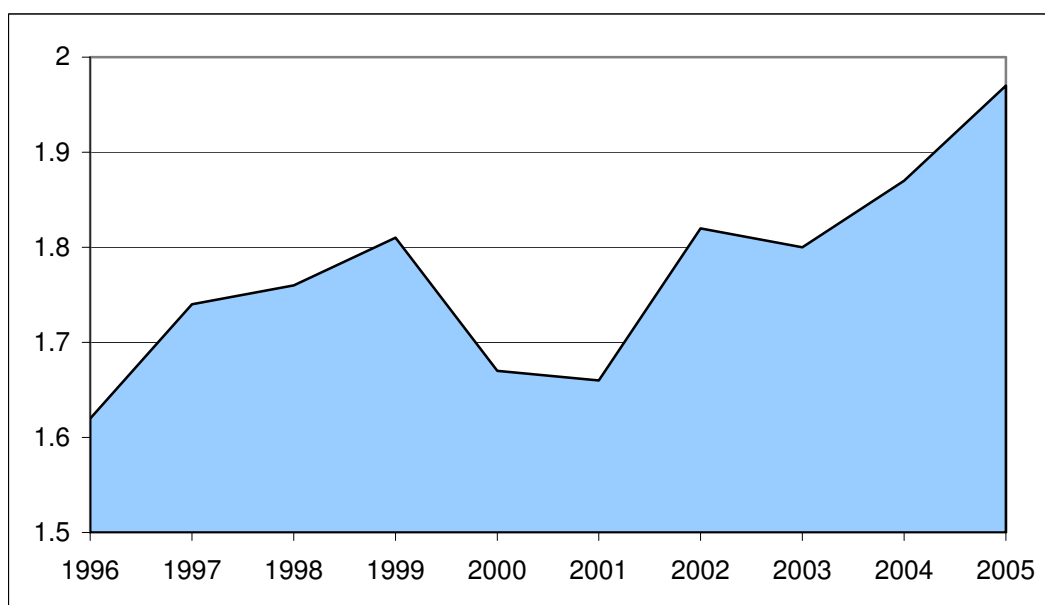
Bernard Stafford and Stephen Martin

The First Stop York Visitor Survey takes place every year and looks at the characteristics, attitudes and spending patterns of visitors to the city, it includes a number of questions which are relevant to the evening experience and economy in York and provides useful information about visitor behaviour. Further information from the Visitor Survey is combined with data from the Yorkshire Tourist Board and a number of other sources to calculate the Economic Impact of Tourism in York in terms of estimations of visitors and their spend, information from both sources is outlined in the following section.

Number of nights spent in York

The Economic Impact of Tourism study calculates that there are nearly 4 million visitors to York a year, 16% of whom stayed overnight in 2005/06 which is a large number of potential users of York in the evening. The graph below outlines the total number of visitor nights, spent in York from the period 1996 – 2005, showing a significant increase in the number of nights since 2001.

Total Visitor Nights (mn)

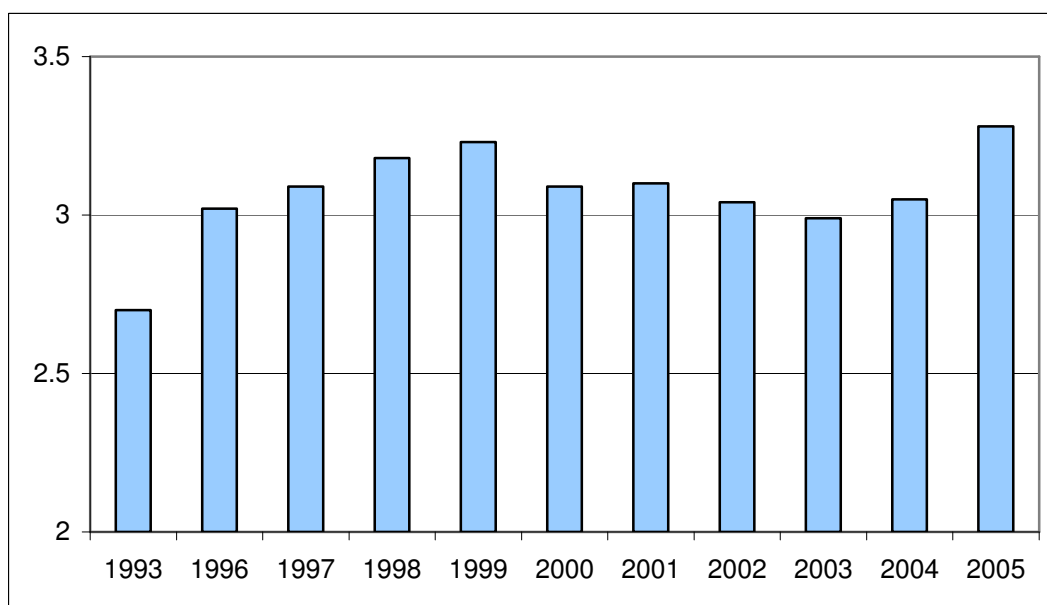


Source: The Economic Impact of Tourism in York: Estimates for 2005, Bernard Stafford and Stephen Martin

Information from the Visitor Survey shows that overseas visitors, perhaps not surprisingly, are more likely to be staying overnight in York and that those respondents aged between 16-24, 25-34 and 45-54 were more likely than other age groups to be staying in York for 2 nights, this may suggest that these age groups are most likely to come to York for a weekend break and would be therefore looking for evening activities and entertainment.

The graph below outlines the average length of stay in nights over the period 1995 – 2005, this has increased from 2.7 days to 3.28 days in 2005. This again reflects the increasing number of visitor nights spent in York and the growing numbers of potential users of the York evening economy.

Average Length of Stay (Nights)



Source: The Economic Impact of Tourism in York: Estimates for 2005, Bernard Stafford and Stephen Martin

Importance of evening activities and events

The survey asks visitors to York to rate a list of factors which are important when thinking about places to visit, In particular relevance to the evening economy, a new factor was added to the 2005/06 questionnaire which asked whether a range of things to do in the evening was important, this question is about any destination and is not just specific to York.

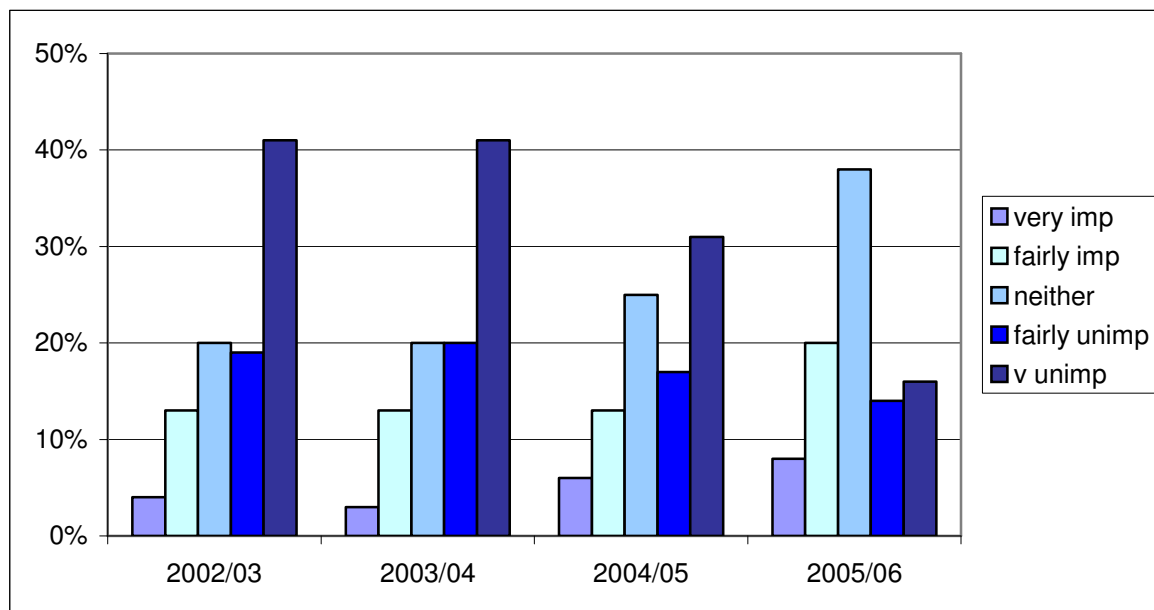
52% of respondents stated that a range of things to do in the evening was either very important or fairly important, 30% stated that it was neither important nor unimportant and 14% stated that it was either fairly unimportant or very unimportant. Closer analysis highlights a relationship with age as respondents within the younger age groups of 16-24 and 25-34 were much more likely to state that a range of things to do in the evening was important, in comparison to the older age groups. Although based on a small sample size the results do suggest that those respondents who stated that they enjoyed York less than other destinations were more likely to state that a range of evening activities was very important.

Interestingly when the same question was asked but in specific reference to York, only 28% of respondents stated that a range of things to do in the evening was either very important or fairly important, this is a much lower percentage than compared to the overall importance of things to do in an evening outlined in the previous question. This may suggest that

visitors do not currently feel that the evening experience in York is particularly important in comparison to other destinations.

The following graph outlines the importance of evening entertainment as a factor influencing visitors to York. Over the period 2002/03 to 2005/06, there has been a shift in the perceived importance of evening entertainment as in 2002/03 16.6% of respondents stated that evening entertainment was either very or fairly important whereas in 2005/06 this had increased to 28%.

Importance of a good range of evening entertainment as a factor in influencing visitors to come to York



Source: CYC Visitor Survey

York is a dull place in an evening

A further question in the visitor survey asks respondents to state whether they agreed or disagreed with the statement that York is a dull place in an evening. In 2005/06 2% of visitors stated that they agreed with this statement, 41% disagreed and 57% stated 'don't know'. Although there is a low percentage of respondents stating that they agree that York is a dull place in the evening, the high percentage of don't knows may suggest that these people have yet to experience York on an evening, or may reflect the day visitors. This may also be reflected through the fact that those respondents who had stayed more than one night in York were more likely to state that they disagreed with the statement rather than stated don't know. Since 2002/03 there has been a slight decrease in the percentage of respondents agreeing with the statement that York is a dull place in the evening. It should be noted that these percentages are small.

Evening Economy Questions

In 2005/06 a number of new questions were added to the visitor survey, these questions specifically focused on evening activities and opinions towards the new lighting schemes in the city centre. However as this is the first year the questions have been asked it is not possible to look at any historical trends but this information will prove particularly useful to gauge opinion of future improvements to the York evening products.

The research outlines that in 2005/06, 50% of visitors indicated that they had spent time in York in the evening, 44% stated that they had not spent any time in York in the evening. Closer analysis of age highlighted that the younger age groups were much more likely to state that they had spent time in York on an evening with 60% of the 16-24 age groups doing so.

In terms of the activities which respondents took part in during the evening, the majority of people (50%) spent their evening dining out, but the second largest visitor activity in the evening is the ghost walks at 17%. Other popular activities included going to a pub or bar (16%) and walking (13%). Again there was a significant relationship between the type of activity which took place and the age of the respondent, individuals aged 16-24 were more likely to go to a pub or bar or visit a night club, whereas those aged 25-34, 35-44 were more likely to go out for a meal, finally those aged 65+ were more likely to go walking. Furthermore in terms of social class, those in class AB were more likely to go for a meal whereas those respondents in social class DE were less likely to go for a meal and more likely to go to a pub or bar.

Respondents were asked whether they were aware that York had recently invested in new lighting across the city. 14% of respondents stated that they were aware of the lighting, 71% stated that they were unaware and 15% stated don't know. Of those respondents who were staying 1+ nights and those who had already stayed a night were more likely to state that they were aware of the lighting. Furthermore those respondents aged 25-34 and 35-44 were more likely to be aware of the lighting.

There was a positive reaction to the question gauging opinion of what respondents thought about the lighting with 82% of people who'd seen the lighting stating that they thought it was attractive/beautiful, or that it added to the city's atmosphere. Respondents from overseas were more likely to state that the lighting was good, as were respondents aged 16-24 and those from social class C1.

Visitor Spend

Visitor Spend Breakdown

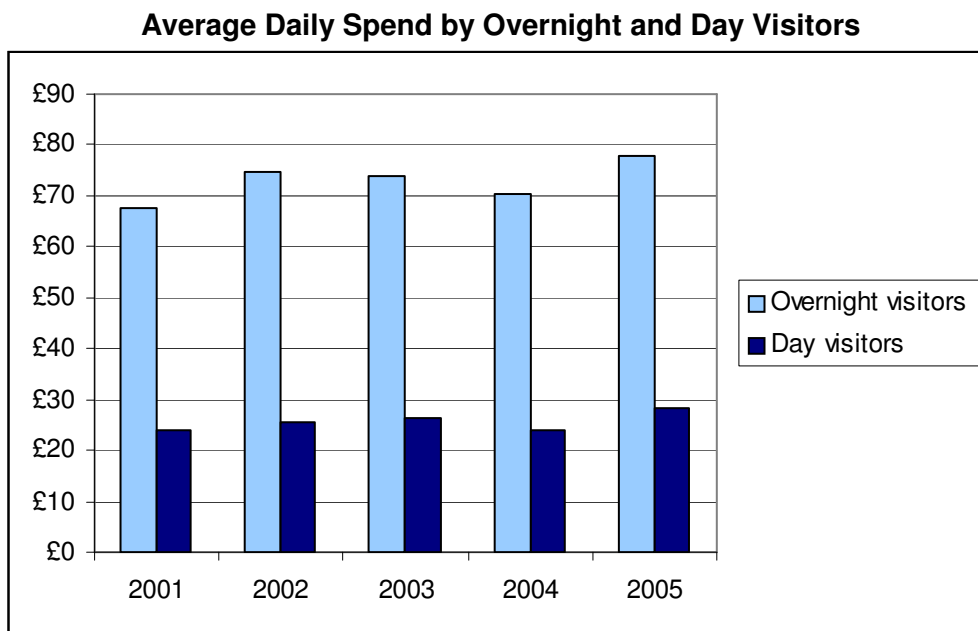
The Economic Impact study shows that there was £265 million of direct revenue from tourism in 2005. The following table illustrates how this revenue is broken down across the various aspects of the visitor experience, it shows that the main percentage of revenue is spent through retail, however hotel accommodation also makes up a significant percentage. The retail figure is particularly interesting as only 7% of visitors to York, stated that shopping was their main reason for visiting, however it appears that once in the city the majority of the visitor spend takes place in shops.

Aspect of stay	Percentage of revenue
Shops	35%
Hotels	32%
Food and Drink	17%
Attractions	11%
Evening Entertainment	3%
Local Transport	2%

Source: The Economic Impact of Tourism in York: Estimates for 2005, Bernard Stafford and Stephen Martin

Overnight and Day Visitor Spend

The following graph outlines the average daily spend per person for both overnight and day visitors to York. There is a significant difference between the amount spent by the two types of visitor, with the overnight visitor spending more, the majority of this difference is likely to be due to the cost of accommodation.

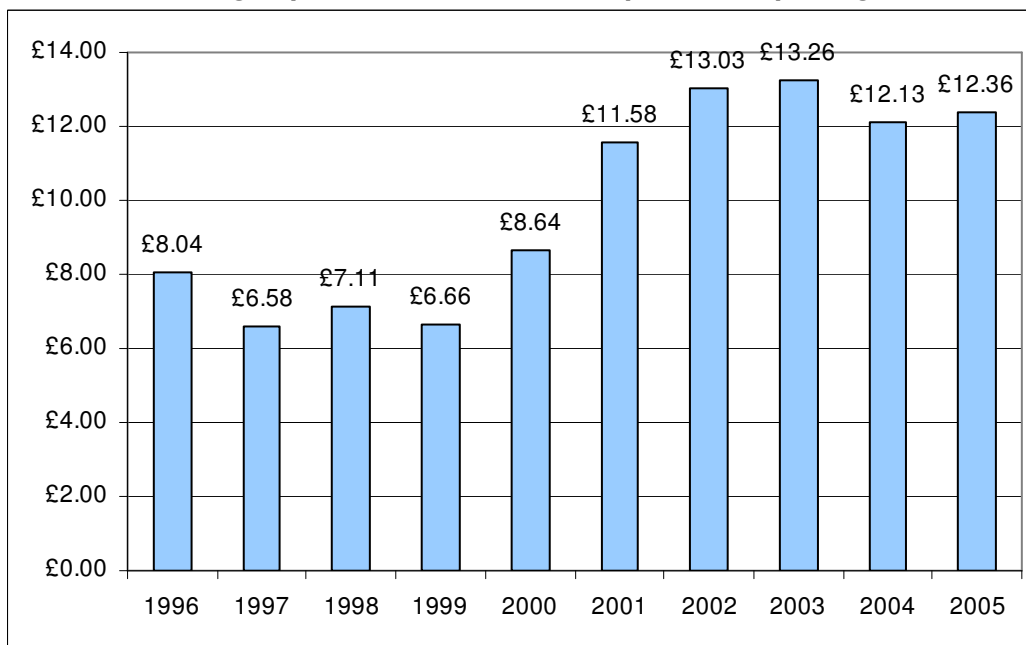


Source: The Economic Impact of Tourism in York: Estimates for 2005, Bernard Stafford and Stephen Martin

Visitor Spend on Food and Drink

The report calculates the average daily spend per person across a number of categories of expenditure. The graph below outlines the average spend on food and drink per visitor per night from 1996 to 2005, This highlights that between 1997 and 2001 there was a continuous increase in the average spend on food and drink, totalling around £5.00 however since 2001 there has been some fluctuation of the average spend amount but tends to be around £12-13.

Average spend on food and drink per visitor per night

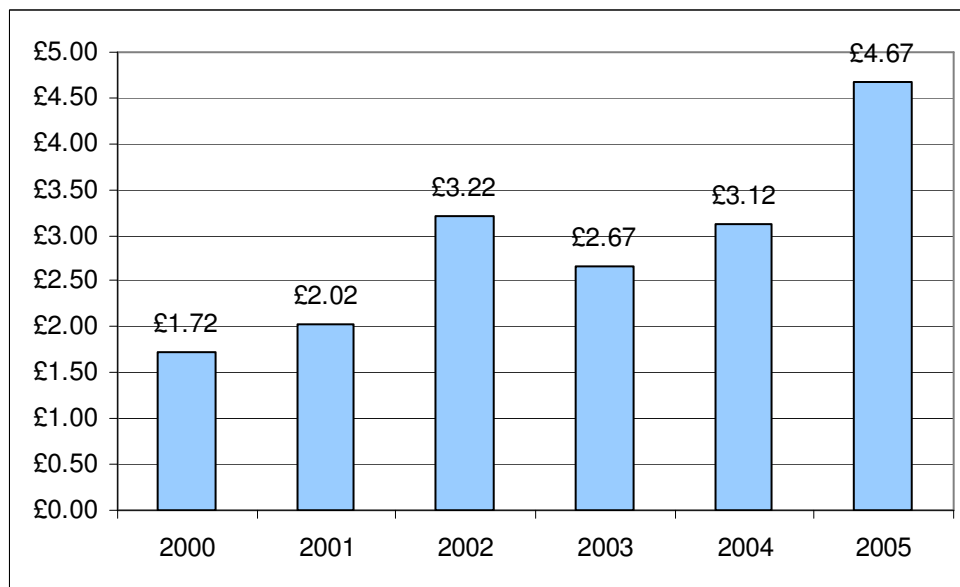


Source: The Economic Impact of Tourism in York: Estimates for 2005, Bernard Stafford and Stephen Martin

Visitor Spend on Evening Entertainment

A further aspect of spend which is calculated is the average amount spent on evening entertainment per visitor per night. The graph below outlines the amount spent over the period 2000 to 2005. There has been a significant increase in this amount from £1.72 in 2000 to £4.67 in 2005 again suggesting an expanding market for evening events and activities.

Average spend on evening entertainment per visitor per night



Source: The Economic Impact of Tourism in York: Estimates for 2005, Bernard Stafford and Stephen Martin

5 – Residents and the Evening Economy

City of York Council’s Talk About Panel 2000 – 2006

Talk About – City of York Council’s Residents Panel – is one of the ways that the council consults with and involves local people in the governance of York. It is a statistically balanced panel of 2,000 local people, which is broadly representative of York in terms of age, gender and area and includes residents from different geographic, social, economic and cultural groups. The panel receives postal questionnaires at regular intervals throughout the year that ask for their views on a variety of local issues facing the council and York as a whole. Due to its wide ranging remit, over recent years the panel has answered a range of questions which are of relevance to the evening economy and provide useful research into the opinions and attitudes of residents.

Importance of Evening Leisure Activities to Residents

Panel members were asked how important they felt a range of leisure and recreational activities were during their free time. Although not the most important activity, 67% of respondents stated that going to pubs, night clubs, restaurants and cafes was either very important or fairly important to them, performances at the theatre and going to the cinema also had high levels of importance.

The importance of different leisure and recreational activities and facilities in respondents’ free time

	Very imp	Fairly imp	Neither / nor	Fairly unimp	Very unimp	Net imp
	%	%	%	%	%	%
Going to pubs, night clubs, restaurants and cafes	30	37	16	10	6	+51
Attending performances at the theatre (plays, musicals, pantomimes, opera, ballet, dance)	19	45	22	10	4	+50
Going to the cinema	23	38	23	11	6	+44
Attending live music performances (concerts, live local bands, festivals)	15	32	31	15	6	+26

Source: TalkAbout Panel, September 2000

Further research into the importance of the theatre in particular shows that 66% of panellists state that the theatre is important to them and members of their family, only 11% of respondents state that the theatre is unimportant. An even greater proportion of panellists think that the theatre is important to the evening economy of the city, with 83% of respondents stating that they think it is important. Only 5% of panellists think that the theatre is unimportant to the city’s evening economy.

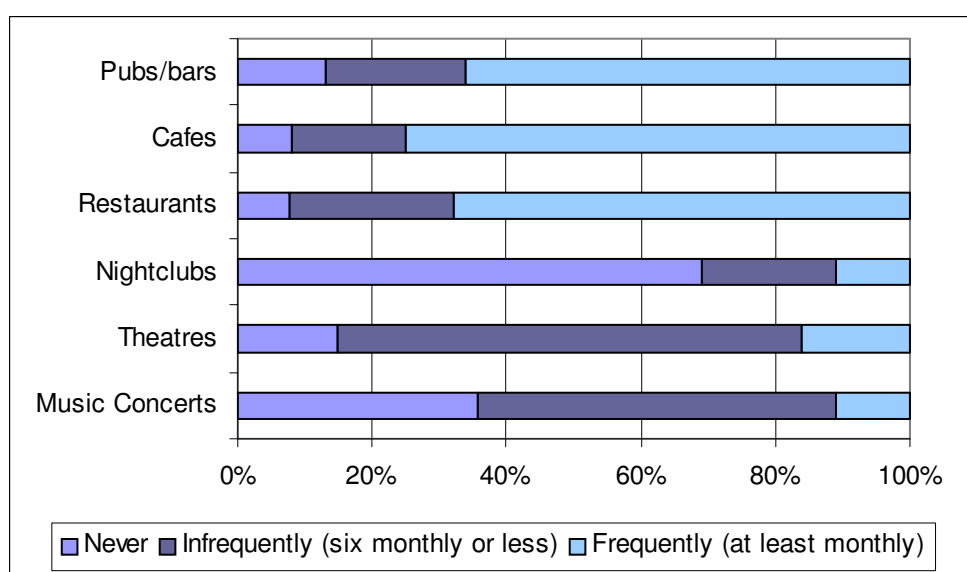
Resident Usage of Evening Establishments and Entertainment

Due to proposed changes in licensing regulations, the panel were asked a number of questions about licensed premises which are of relevance to the evening economy. Analysis shows that there are high levels of frequent usage of cafes, pubs, bars and restaurants by residents, with panel members stating that they visit cafes (75%), pubs and bars (66%), and restaurants (61%) on a frequent (at least monthly) basis.

Of those respondents who stated that they visit bar and pubs, not surprisingly the most popular times to visit them were weekday evenings (50%) and weekend evenings (59%). However, there was a significant minority visit who visit such establishments late into the night. One in eight do so during the week (12%) and slightly more (16%) at the weekend.

Similarly, restaurants are also most likely to be visited on weekday evenings (50%) and weekend evenings (64%). However, and perhaps not surprisingly, very few people visit them late into the night (3-4%). Cafes, in contrast, are most often visited on weekday afternoons (60%) and weekend afternoons (42%).

How often residents visit different establishments



Source: TalkAbout Panel, August 2002

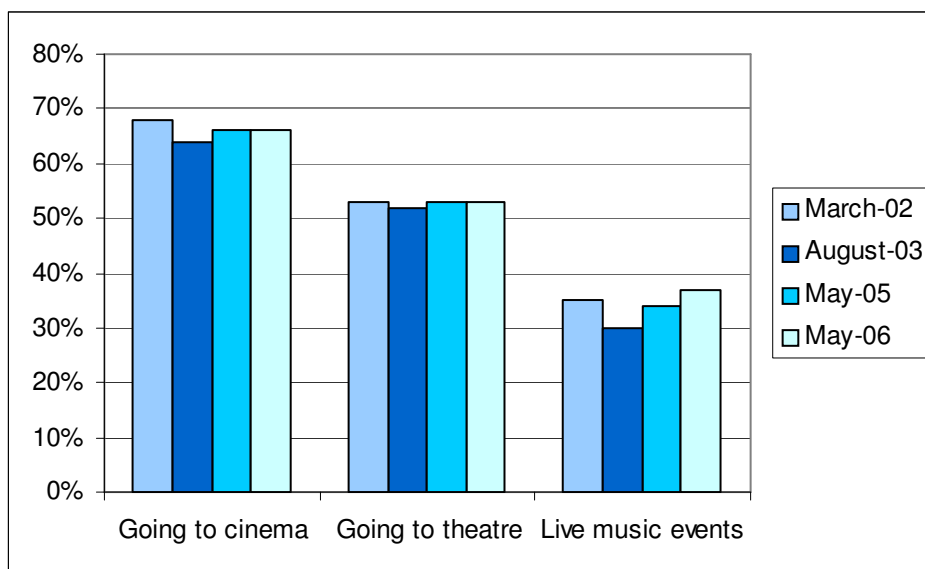
Research which took place in May 2006 updates regular analysis of participation in cultural activities, although the questions and the activities did not specifically indicate that they take place in the evening, they are particularly relevant to the evening economy.

The most popular cultural activity overall was going to the cinema with 66% of respondents (in May 2006) stating that they had participated in this activity in the last 12 months, levels of participation have remained stable over recent years. In terms of other activities 53% of panellists stated that they had been to the theatre in the past 12 months and 37% of panellists stated that they had been to a live music event, since 2003 there has been a slight increase in participation across the activities in recent years.

In terms of future participation and those respondents who were interested in taking part in cultural activities over the next 12 months, cinema, theatre and live music events remained popular. There was an equal proportion of panellists who have visited and are interested in going to the cinema. Comparatively there was a slightly higher percentage of respondents

who stated that they were interested in going to the theatre or to live music events in the next 12 months in comparison to existing participation.

Participation in cultural activities relevant to the evening economy

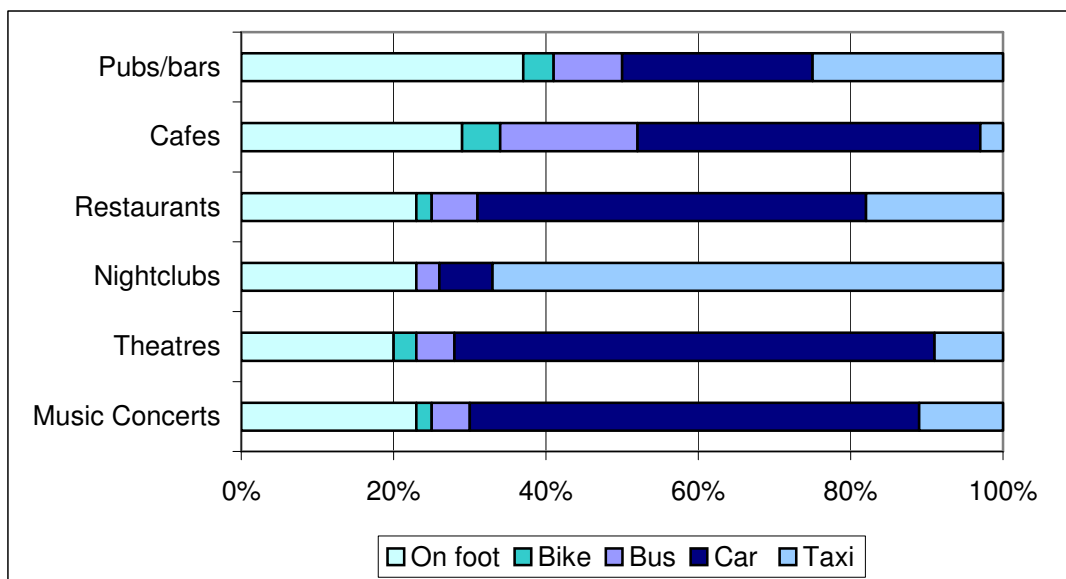


Source: TalkAbout Panel, May 2006

Transport

Transport is key area which impacts upon the evening economy. The graph below shows the different methods of transport people use to travel home from different establishments. It appears that those activities most associated with late night drinking, namely pubs and bars and nightclubs, are linked with either walking or the use of taxis. However it is important to note that this survey took place before the evening parking charges were introduced and this may have affected methods of transport.

Method of travelling home from different establishments



Source: TalkAbout Panel, August 2002

Further questions involving participation in city centre events shows that 60% of respondents had visited Illumination and light shows, which are particularly relevant to the evening experience of York, 50% of those who had attended rated the shows as either good or very good. Furthermore 44% of respondents stated that they would like to see more illumination and light shows, this was the third most popular events especially with respondents aged 17-34.

6 - Film Alfresco Questionnaire

Economic Development Unit, City of York Council September 2006

On the 7th and 21st of September, two Open Air Cinema screenings of the films Singin' in the Rain and Chocolat took place at St Williams College Green, approximately 800 people attended the events and on both evenings questionnaires were circulated to gather opinions about Open Air Cinemas and the evening economy in general, around 300 questionnaires were returned.

The results from the questionnaire show that there is strong support for an Open Air Cinema, with respondents indicating that they would attend regularly. The most popular form of seating at such an event would be picnic style, with the opportunity for attendees to bring their own seats or blankets. The expected price for a ticket was between £2-4 and the most popular types of films to be shown would be comedies, musicals and classics. The attendance of children would be unlikely to affect attendance.

In terms of the evening economy in general the majority of respondents stated that there is not enough to do in York in the evening, however the most popular activities to encourage people into the city centre in the evening were Concerts or Musical Performances and to a lesser extent Evening Shopping. Respondents were looking for this activity to take place between 7-9pm.

How often would you attend an Open Air Cinema in York?

Code	Response	Number	Percent
1	Weekly	27	9.0%
2	Twice a month	74	24.7%
3	Monthly	145	48.3%
4	Twice a year	54	18.0%
5	Never	0	0.0%
	Total	300	

There is strong support for an Open Air Cinema with nearly half of respondents stating that they would attend monthly and a further 25% stating that they would attend twice a month.

Would you prefer an Open Air Cinema to have:

Code	Response	Number	Percent
1	Seating provided	109	36.8%
2	Picnic style	164	55.4%
	Both	23	7.8%
	Total	296	

Over half of respondents stated that they would prefer picnic style seating at an Open Air Cinema, with attendees providing their own seats and blankets, 36.8% stated that they would prefer seating to be provided and nearly 8% would like a choice of both.

How much would you expect to pay for an Open Air Cinema?

Code	Response	Number	Percent
1	£2.00 - £4.00	173	57.9%
2	£4.01 - £6.00	119	39.8%
3	£6.01 - £8.00	6	2.0%
4	£8.01+	1	0.3%
	Total	299	

In terms of the cost of attending an Open Air Cinema, the majority of respondents would expect to pay between £2-4, however a further 40% would also expect to pay between £4-6.

What kind of films would you interested in watching?

	Comedy		Action		Horror		Musical		Sci-Fi		Classics	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	219	72.3	92	30.5	64	21.1	219	72.3	73	24.1	250	82.5
No	84	27.7	210	69.5	239	78.9	84	27.7	230	75.9	53	17.5
Total	303		302		303		303		303		303	

The most popular kinds of films were Comedy, Musical and Classics, with more than 70% of respondents indicating they would be interested in watching these types of films. Horror and Sci-Fi were the least popular types of films with around 20% of respondents stating that they would be interested in watching them.

Would the attendance of children at an Open Air Cinema make you:

Code	Response	Frequency	Percent
1	Less likely to attend	100	33.4%
2	More likely to attend	31	10.4%
3	Neither	168	56.2%
	Total	299	

Over half of respondents stated that the attendance of children would not effect whether or not they would attend an Open Air Cinema, a third of respondents stated that it would make them less likely to attend.

Do you think there is enough to do in York on an evening?

Code	Response	Frequency	Percent
1	Yes	117	40.2%
2	No	174	59.8%
	Total	291	

Nearly 60% of respondents stated that there is not enough to do in York on an evening, the remaining 40% stated that there is enough to do.

This is further supported by research carried out by Norwich Union, as part of their employee survey which looked at the successes and possible improvements and changes which could take place in York, in relation to the evening economy the need for more evening events, particularly cultural events and a music venue with greater advertisement of events was highlighted.

What types of evening events and activities would bring you into the city centre?

	Concert or Music		Children Activities		Better Lighting		Evening Shopping		Other	
	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	259	87.2	27	9.1	30	10.1	118	39.7	71	23.9
No	38	12.8	270	90.9	266	89.9	179	60.3	226	76.1
Total	297		297		296		297		297	

The most popular types of events and activities to encourage people into the city centre on an evening were Concerts or Music, with nearly 90% of respondents supporting such activities a further 40% of respondents stated that Evening Shopping would also bring them into the city centre.

When asked to suggest any other evening events and activities which would bring respondents into the city centre, the most popular suggestions were Theatre (particularly outdoor) and other outdoor activities.

At what time of the evening would you prefer this activity or event to take place?

	5.00-7.00pm		7.01-9.00pm		9.01-11.00pm		11.01+pm	
	No.	%	No.	%	No.	%	No.	%
Yes	26	8.6	270	89.1	74	24.4	14	4.6
No	277	91.4	33	10.9	229	75.6	289	95.4
Total	303		303		303		303	

90% of respondents stated that they would prefer for an evening activity or event to take place from 7-9pm, a further 25% would be looking for the activity to take place at 25%.

7 - Focus Groups with Visitors and Residents of York

Yorkshire Tourist Board, September 2006

The Yorkshire Tourist Board was commissioned to conduct a series of focus groups with both visitors and residents of York to explore the current perceptions and attitudes toward York as an evening destination, to gauge people's experiences of York and to test a number of possible evening scenarios.

The visitor focus groups took place in Nottingham, as the city contains a high concentration of people who match the visitor profile of York and obviously York was location for the resident groups.

Although the discussions within each focus group did differ, particularly between residents and visitors, there were a number of similar themes which emerged, a summary of the discussions from the groups is outlined below. A copy of the full report, including the full transcription of the groups is available.

Current Perceptions of York in the Evening

- Can be difficult to find way around.
- Plenty of interesting pubs and restaurants.
- Friendly, relaxed, with a feeling of safety.
- Some really good attractions including; museums, galleries and historical buildings
- Through the day there is plenty on offer, but has a severe lull in the early evening.
- 5 – 7 pm period a problem, city shuts at 5.30pm.
- Parking is a deterrent to using the city centre in the evening.
- Need for café culture and shops opening later.
- It lacks in things for young children to do on an evening.
- Pubs and bars only source of evening entertainment.
- Good theatres and city screen, has the right type of atmosphere.
- Need to utilise open spaces, public seating.
- Hen and Stags parties – threatening environment not for families.
- Problem with hotels not accepting one night bookings.

Popular Evening Activities in Other Locations

- Going out for something to eat and drink is a popular activity, particularly local, original restaurants.
- Going for a walk around the place and along the waterfront
- Continental style eating and drinking popular, alfresco dining with family on an evening.
- Looking for some type of entertainment, such as music.
- Many enjoyed the animated city squares, with street entertainers as found in continental cities and Edinburgh
- Outdoor seating.
- Evening markets.

York's Current Evening Product

- The majority of respondents feel that York is pleasant and relaxing place.

- They feel there is plenty in the way of pubs and restaurants, but other than that not a great deal to do in the evening.
- City closes at 6.30pm, when the shops shut it feels like the city is shutting down, need to fill this early evening slot.
- Cafes and markets need to open later.
- Visitor attractions are generally considered not to be open late enough.
- Need for more variety and diversity in the current evening offer.
- Need to use public spaces for entertainment, seating etc.
- Many respondents would be deterred from coming into York because of the perceived poor transport and parking in the centre.
- All groups felt that York at night is not very accommodating for children.
- Many thought that more could be made of the waterfronts and the wall as attractions in the evening. Illumination of both and other attractions would be attractive.
- All groups believe the city has a great deal of potential for the evening, and if what is delivered well through the day can be delivered in the evening or at least early evening, then it could be more of a success.
- Those who had experienced the specialist markets and festivals, really enjoyed them and thought these and the shops open later would increase activity in the centre on the evening.

Possible Evening Scenarios:

- An outdoor cinema was very well accepted with 3 out of 4 of the groups thinking it was a great idea.
- The children's playground idea was generally not very appealing because of concerns with safety and supervision. Although one group suggested it would work in the day based on the one in Nottingham.
- A very positive response from all groups for the play in the park idea, everyone said they liked the idea and the only concern was the VIP area.
- Following on from this Street entertainment was suggested as a popular theme that was experienced in other cities and helped create a good atmosphere and fill the streets on an evening.
- Although considered a great way to see the city, access to the city walls on an evening was also considered, mainly with regards to safety.
- Shops and Markets open later was considered a great idea by all groups. It would fill the lull period and in the early evening and allow residents to make use of these facilities after work.
- Again very positive reactions from the respondents for the attractions to be open later to fill the early evening lull for visitors and allow residents to enjoy them after work.
- After dinner and late night ghost walks were well accepted, with the suggestion of a midnight one, like in Edinburgh.
- Better lit walkways, illumination of the main buildings and the river were commonly suggested throughout the groups.
- Better linkage between attractions would also be appreciated – in terms of a clear routes, signage and mapping in the city.
- More effort into making the river sides more of a feature.

8 - Discussion Groups with Evening Economy Stakeholders

Economic Development Unit, City of York Council, October 2006

On the 11th and 12th October, two discussion groups took place with key stakeholders involved in the evening economy and evening experience in York, this included hoteliers, pubs and bars, restaurants, police, theatres, providers of evening entertainment and retailers. The groups involved a discussion of a number of central questions to the evening economy, which can be used to establish the strengths, weaknesses and possible improvements which could be made to current evening economy experience.

The following section outlines each of the key questions which were asked along with the issues raised by the participants in the discussion groups, when an issue is repeated this signifies that it was mentioned by both groups on both days.

What is good about York in the evening?

- Dependant on market segment.
- Pedestrian friendly city.
- Safe in evening.
- Dependant on time of year/museum gardens.
- Good areas.
- Some shops are open late on a Thursday.
- Restaurants.
- Restaurants.
- City centre cinema.
- Park and Ride – but late night at one location should be all sites.
- Park and Ride.
- City centre is well lit.
- Ghost walks.
- Theatres.
- Atmospheric city.

The main strengths of York in the evening were felt to be that York is a pedestrian friendly city, which is safe in the evening, with good restaurants, good ghost walks, theatres and a city centre cinema. A further strength which was recognised by both groups was the Park and Ride service however this was also felt to be a weakness, due to the fact that only one service operates into the evening.

What is bad about York in the evening?

- Parking – there should be no charges.
- Car Parking – expensive, lack of availability, tend to be large car parks which feel unsafe, street parking feels more safe.
- Only 1 late night Park and Ride service which means it is difficult to link with late night shopping in terms of those who are working or those who are shopping.
- Night life out of centre.
- Weak ethnic provision of restaurants.
- Safety.
- Confusion around pedestrianisation of city centre – it ends too soon.
- Vans around the market at 4-5pm, is off-putting, signals closure of the city centre.

- Poor late night shopping – people not aware of which shops are open.
- Retailers have tried late night shopping but no success.
- People aren't staying in the city after work.
- Don't want to take children in the city at night
- Hen and Stag parties – too many, need to change customers/market
- Hen and Stag parties – debate around whether they should be contained in one area or spread across the city, should they be banned completely through a co-ordinated effort as some hotels already do?
- Lack of public toilets open in the evening.

The bad points about York which were raised by the groups were the existing parking charges, this was emphasised and discussed at length by both groups, further issues discussed were the end of pedestrianisation of the city centre with vans congesting the roads and signalling the closure of the city centre, the poor provision of late night shopping people and the fact that people are not staying in the city after work and not bringing children into the city centre. The prominence of stag and hen parties was considered as having a negative impact on York in the evening.

What time period is most in need of improvement?

- 5 – 7pm.
- 5 - 7pm – this could be improved by extending retail opening hours by one hour (at least), coffee shops to open later.
- Early closure of markets.
- No after work drinks culture in York in comparison to Leeds.
- Coffee bars close at 5pm – need to develop café culture.
- Need for joined-up approach across a number of business sectors to develop this.
- What works currently in the 5 – 7pm period – riverside bars.
- Need to use public space.
- Support for Open Air Cinema
- Need for activities other than drinking.
- More family friendly environment.
- Later period needs attention too.
- Late night period (after 11) and after restaurants close.

Both groups felt that the main time period in need of improvement was the 5-7pm period, ways of improvement involved extending retail opening hours, extended opening of coffee bars and a consideration of what currently works in this period such as the bars along the river. It was also highlighted that the later period after 11 needs attention too.

What would make people come into York in the evening?

- Good theatres.
- Car Parking – on street parking 6pm charges starting at 5pm.
- Cheap car parking fees.
- Co-ordinated activity towards late night shopping not isolated businesses but a wide spread take up.
- Need for promotion of late night shopping.
- Investment into city centre, music etc.
- Lighting of alleyways.
- Increased frequency of bus routes/services.
- Café culture needs to be adopted.

- Outdoor seating for cafes and bars.
- Demand for an activity to take place between 5-7pm.
- St Nicolas Fayre – good example of evening markets and getting people into the city centre.
- Ice rink.
- Chester - street entertainment until 8pm.
- Street entertainment and music would signal that the city is still open.
- Night time festivals e.g. at Halloween.
- Need for arts events for people to discover.
- Need for a widespread effort not just focusing on one area.

A number of ways of encouraging people into the city on an evening were discussed, ideas such as introducing evening parking charges starting at 5pm, the co-ordination and promotion of late night shopping, increased frequency of buses in the evening, promotion of café culture and outdoor seating, street entertainment in the evening and night time festivals.

What stops people from coming into York in the evening?

- Parking.
- Lack of Park and Ride in the evening.
- Size of York – allows ease of returning home.
- Anti-social behaviour.
- Security – traffic along pedestrianised roads feels unsafe.
- Visitors – lack of information.
- Residents – information.
- People need to know what's out there.
- Lack of entertainment.
- Promotional information is costly and difficult.
- Need for regular provision of information to hotels.
- Consistency of events – need to take place at a regular date and regular time.
- Need for activities for residents.

When asked what stops people coming into York on an evening, a number of similar themes emerged which have been outlined in previous questions. Parking and the lack of Park and Ride services in the evening were highlighted. Other issues raised were security and anti-social behaviour, the lack of information about what's happening in the city centre in the evening and a consistency of events to increase awareness.

What source of information would people use to find out about evening activities?

- Weekly e-mail updates, whats on listings – possibly in different languages.
- E-mail updates to be sent to hotels, accommodation providers with info about daily events and activities.
- Could be sent to retailers too – also involved in promoting events and attractions.
- Co-ordination of information.
- Need for display units in the city centre to promote events.
- Central shelter with advertising space.
- Central information point – screens and banners.
- Need for an evening information point – currently City Screen.
- Notice boards, plasma screens.
- Use of Banners?

- Non-permanent displays of information e.g. projected info.
- Use of digital screens – fixed point where people go to find about what's on in the evening.
- Daily listings provided by PLAY
- Car Parks – use blank space available.
- Use of the electronic signs at bus stops, could be introduced at car parks too.
- Digital signs as entering the city.
- Need for restaurant guide.
- Hotels – need a complete listing of restaurants and attractions.
- Restaurant guide – however businesses unable to fund this publication themselves.
- Unhappy with mini-guide – promotion of Russells.
- Need for an independent guide.
- Changes in restaurants v quick difficult to keep up to date.
- Residents how to target them.

The groups discussed what sources of information could be used for people to find out about evening activities and events in York. A popular idea was a daily or weekly e-mail update of events and activities taking place, which could be sent to hoteliers, pubs and retailers, other ideas involved an evening information point which could use a screen, banners or a non-permanent display of information e.g. a projection to display the evening's events, electronic signs at bus stops could also be utilised. It was felt that the information in whichever format would need to be at a fixed point in the city. The need for a restaurant guide was also suggested.

What improvements could your business sector make to enhance the evening economy experience in York?

- Live music in pubs/restaurants.
- More child friendly restaurants – this is difficult.
- Difficult to exclude Stag and Hen parties.
- No Stag and Hen parties.
- Hotels – promote entertainment but need more information.
- Hotels detailed provision of information
- Ambassador at each hotel with an in-depth knowledge of the city and what is taking place – difficulty with high staff turnover.
- Weekly bulletin – including listings, interviews for staff to read.
- Daily information sheet – could include entertainment in pubs.
- TVs in pubs/hotels to display info.
- Need for investment.
- Later opening of attractions.
- Later opening of shops in the evening.
- Staggered opening hours of shops – an extra hour longer.
- Free parking in exchange for later opening hours.
- Build on success of Petergate Party Nights.
- Changes in performance times, family performances to start at 6pm to fill the 5-7pm period.
- Need for specific focus on one night e.g. Thursday.
- Need for co-ordinated action and effort, all shops not just one.
- PLAY – organising a series of activities and events to take place on a Thursday night in the early evening.

- Extend Residents 1st weekend to include evening activities and to last longer than the weekend to further involve hotels.

A number of improvements were suggested by the groups as to how their business sectors could enhance the evening economy experience such as live music in pubs and restaurants, increased provision of information by hotels, extended opening hours for both attractions and shops and changes in performance times to fill the 5-7pm gap. Overall it was recognised that there is a need for co-ordinated effort and action not isolated events and activities.

What improvements/changes to York in the evening would benefit your business?

- Opening of walls on an evening.
- Survey of visitors and residents via hotels, pubs and restaurants.
- Late night opening of toilets.
- Free parking every Thursday to coincide with late night shopping.
- Need for resources.
- Free overnight coach parking.
- Outdoor seating – makes the city more inviting, provides continental culture – currently not permitted by council.
- Smoking ban – will there be smoking bins provided by the council outside establishments?
- Increased footfall at the end of the day.
- Public place to be made available for resident activities e.g. music performances.
- Located across the city similar to the one in Rowntree's Park – fixed venue with seating.
- Utilise existing areas in York e.g. The Minster.
- Street entertainment at a regular location not Parliament St.
- Late opening of attractions – Yorkshire Wheel open until 9pm during the summer but no promotion.
- Hotels suffering because of redundancies.
- Culture of residents – no after work drinks, late night shopping would help.
- Need for buy-in from everyone.
- Need for quality of product.

Finally the groups were asked to outline what improvements and changes to York in the evening would improve business. The main suggestions were that the city walls should be opened in the evening as should all public toilets, that there should be free parking on a Thursday to coincide with late night shopping and outdoor seating and public areas where entertainment can take place.

9 - Lighting, Crime and Security

**Compiled by the Economic Development Unit, City of York Council, January 2007
Including excerpts from York:Light – the Lighting Masterplan for the City of York
prepared by the Urban Lighting Group, April 2004.**

The following section looks at lighting and the important role which it can play in the evening economy, summarising research about the effects of lighting upon usage of city centres and crime. Also included are comments from the Safer York Partnership in reference to specific light installations which have taken place in York.

Jane Mowat Director, Safer York Partnership, writing about the light installation *Ghost Ships on the Ouse* commented,

'I was at a meeting on Wednesday at the Guildhall and afterwards walked back along the other side of the river just so I could have a look at the projections. I was amazed by the number of people on the river path looking across at them (including families) - and at nearly 8pm this is not a path even I would normally venture down at night!

I am in the process of drawing up our Crime and Disorder 3 year strategy and this is the very sort of initiative that I think will impact on fear of crime. Safer York Partnership would certainly endorse any future plans along this line. Well done.'

Commenting on Renaissance: Illuminating York and the *Breadcrumb Trail*, she said, 'The City of York Council Talkabout surveys demonstrate that the community in York has a much greater fear of crime at night time than during the day. A street survey carried out by Safer York Partnership last summer [2004] showed that the reason for this increase in fear is a perception that York is too quiet at night and does little to encourage families to come into the city during the evening.

It is essential that we look more closely at the opportunities that exist to reduce fear of crime through innovative projects. Breadcrumbs provides us with such an opportunity. By encouraging families into the city centre, it may help to change the night-time economy from one which at present is associated with a culture of late night drinking and stag/hen parties to a more family oriented environment in where it is safe to walk about the city in the evening time.'

The following information is taken from York:Light – Lighting Masterplan for the City of York, one of the strategy's key aims is to enhance the after-dark appearance of the city's extensive architectural and heritage assets and therefore make the city more visually comfortable after dark. This improvement in the night time appearance of the city is intended to increase the number of evening & overnight visitors and thereby boost the development of the evening economy.

Various studies over the last 15 years have shown that improved lighting increases the number of people actually going about on foot at night – this growth in foot traffic in turn increases the degree of 'informal surveillance' by the general population (i.e. the chance of criminals and wrong-doers being overseen) which acts as a strong deterrent. Research studies from Hull, Cardiff, Leeds, Manchester, Strathclyde and Birmingham which took place in the early '90s highlighted a number of key findings:

Studies in Hull, Cardiff and Manchester showed that improved lighting:

- Increases pedestrian numbers at night.
- Increases 'informal surveillance' of potential criminals and wrong-doers

- Acts as a strong anti-crime deterrent.

After the installation of improved public lighting:

- The proportion of over-'65s who feared going out after dark fell from **49% to 15%** (Cardiff)
- The number of people walking in the streets on their own rose by **26%** (Cardiff)
- The number of women who avoided going out after dark fell from **38% to 7%** (Hull)
- The number of elderly residents on the streets at night **doubled** (Hull)
- **44%** of people felt safer in the streets around their homes (Leeds)
- Night-time pedestrian flows increased by **9%**, between 20.00 and 22.00 by **23%** (Manchester)
- Female pedestrians increased by **70%** between 22.00 and midnight (Strathclyde)
- Female pedestrians in groups increased by **71%** (Manchester)
- Car crime declined from 23 incidents in three months before re-lighting to just one in the following three months (Strathclyde)

Other studies have demonstrated the high cost-effectiveness of lighting investment. In Dudley, Stoke-on-Trent and Tameside it was highlighted that:

- In Tameside a 19:1 return on lighting investment was predicted, through reductions in the broader costs of crime, across the 25-year life of a lighting scheme.
- In Dudley investment in lighting was projected to save up to 47 times that sum in reduced crime costs over 20 years.
- In Stoke every £1 spent on lighting was estimated to save £27 in reduced crime costs, over 20 years.

The international journal 'Lighting Research & Technology, Volume 33 Number 1 (2001)' published research by Dr. Painter and David Farrington, 'The cost benefits of improved street lighting, based on crime reduction.' This paper was written to "...investigate the effects of improved street lighting on crime in Dudley and Stoke-on-Trent" and showed that "...crimes decreased by 41% in the experimental area [Dudley]...with a 15% decrease in a control area" and "In Stoke, crimes decreased by 43% in the experimental area and by 45% in two adjacent areas, compared with a decrease of only 2% in the control areas." As a result, it was concluded that the "...financial savings (from reduced crimes) exceeded the financial costs by between 2.2 and 9.4 times after one year."

In August 2002, the Home Office produced a summary of 13 validated research studies on lighting and crime. It concluded that:

- Improved lighting could decrease crime in selected areas by up to 30%.
- Lighting was more effective in reducing crime than CCTV systems -- CCTV had only a small effect on crime reduction (4%) and in some cases actually seemed to increase crime.