

# Local alcohol partnerships

CASE STUDY: Birmingham, Broad Street



The 1990s saw an explosion in the number of nightclubs, pubs and bars in city and town centres across the UK. In Birmingham, the focus of this investment and expansion was Broad Street, which was transformed into a dynamic conference, entertainment and nightlife quarter, centred on the International Convention Centre, which opened in 1991. This rapid growth was a welcome boost for the local economy, but it also brought challenges. Large numbers of young people were attracted to the vibrant nightlife from all over the city and beyond, and driving up standards in licensed premises and managing large numbers of people in public spaces after closing time, became a priority.

Following the introduction of legislation in 2003 to allow the development of Business Improvement Districts (BIDs) in the UK, Birmingham began to work towards a BID for Broad Street. The BID was established in July 2005 following a successful ballot of 262 businesses throughout the Broad Street area. In November 2009, businesses within the BID area voted emphatically in favour of the BID continuing for a second term of five years to 2015.

## A number of initiatives have been implemented on Broad Street since the start of the BID:

- Street Wardens now work closely in partnership with West Midlands Police, venue door supervisors, taxi companies and other agencies to prevent crime and to reduce the fear of crime
- A late night Taxi Marshal scheme operates on Friday and Saturday evenings from 10pm to 4am
- An enhanced street cleaning regime has been introduced, supported by 32 BID branded litter bins and stainless steel bins on lamp-posts.

Partnership with businesses operating in the evening and night-time economy has also been an integral part of the approach. Mark Tanner, Chairman of the Broad Street Pubwatch, received an Outstanding Contribution Award at the National Pubwatch Conference held in Birmingham in March 2013, in recognition of good practice in efforts to reduce alcohol related crime and going the extra mile on behalf of the local Pubwatch scheme. The Best Bar None scheme was also introduced for licensed premises in the city in 2007 and the awards have been held every year since then.

## The Birmingham Alcohol Strategy 2012-2016 states:

“Of paramount importance in preserving the vibrancy of the Night Time Economy in both the city centre and its neighbourhoods is ensuring that measures to promote responsible retailing and public reassurance are in place, these matters also forming part of the Public Health pledge. There have been considerable successes in this regard, including the Birmingham Best Bar None and Taxi Marshalling initiatives. The reduction in violent crime in the area covered by the Broad Street Business Improvement District is a demonstrable outcome of this activity.”

Birmingham City Centre was one of the first to be awarded 'Purple Flag' status in January 2010 and has successfully retained the award in recognition of the high standards in managing the evening/night time economy, and providing a mix of evening activity ranging from art and music venues, theatres, restaurants and late night shopping, to pubs, bars and nightclubs.

The long term commitment to the city centre which started over 20 years ago, continues today, the long established partnerships with local businesses ensuring that Birmingham continues to reap the rewards of being one of the premier city destinations in the UK.

*“Our success in Broad Street is repeated elsewhere in the city through Southside, Sutton Coldfield Town Centre and other suburban areas.*

*We are proud of our licensed trade in the city and we work closely and in partnership with the licensed trade in Birmingham. The key critical success factor for Birmingham is the strength of our partnership working across the statutory agencies, local authority, police and fire colleagues work amazingly well together. Between us we have the full toolkit to make a difference. Our licensees are comfortable approaching any of the agencies for advice and support and this is crucial to success. We are about partnership working not partnership talking and it works.”*

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## Contact

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