Analytical Update
to Support a Cumulative Impact Statement
in the Borough Of Bournemouth

August 2012

Introduction
This report provides an overview of violent crime and associated disorder within the night

time economies and designated “Cumulative Impact Areas“ of Bournemouth. The aim of

this analysis is to demonstrate that these areas of Bournemouth currently designated as

cumulative impact areas have, and continue to have, the highest volumes and

centraisons of violence, and alcohol related crimes in the Borough.

Definition of Cumulative Impact Areas
Cumulative Impact Areas are defined as areas with an already existing high concentration

of both licensed premises and associated alcohol related crime. The cumulative impact

area attempts to control the opening of further licensed premises in the designated area,

with the aim of influencing a reduction or stabilisation in alcohol related crime in the area

concerned.

History & Use of CIA’s in Bournemouth
These areas have been utilised in Bournemouth to positive effect for several years now. A

number of cumulative impact areas of varying size are in place in areas of Bournemouth

where such high concentrations of both licensed premises and alcohol related crime exist.

The areas are designated between Bournemouth Borough Council and Dorset Police, and

are purposely larger than the existing concentrations of alcohol related crime. This is to

ensure that future expansion beyond the existing concentrations of crime is prevented,

thus ensuring that crime does not spread outside the boundaries of the area. Only in rare

circumstances, namely where the proposed premises can prove it will not add to already

existing levels of crime and disorder, is permission given for further licensed premises to

open in these areas.

The original cumulative impact area for Bournemouth Town Centre came into being in

2006. In 2008, the area of the Borough covered by cumulative impact was extended

further to include the current areas as of August 2012:

• An expanded zone for Bournemouth Town Centre
• Boscombe Precinct & Pokesdown
• Winton High Street (Wimborne Rd)
• Charminster High Street (Charminster Rd)
Defining the “Night Time Economy” & Associated Crime

The term “Night Time Economy” usually refers to the bars, pubs and clubs, as well as take-aways and any other associated businesses that profit from visitors to a particular area at night. Because alcohol is such a key feature of any night time economy, crime — in particular violence and disorder — is inevitably generated from it.

Measuring violent crime that is solely attributed to night time economies has never been an exact science. There is no official definition of what constitutes a “night time economy related crime”, and no filter in place on police systems to identify such crimes easily. A general rule has been used in the past locally where crimes of violence or disorder that are not domestic related, and occur during the peak times of a night time economy (eg between 9pm & 6am), and within the boundaries of a known night time economy area, are used to give an arbitrary figure to gauge the scale of this type of crime. It is accepted that all NTE’s vary by nature — for example the NTE in central Bournemouth can be busy on any night, whereas most others tend to only be busy at weekends, or close at different times — and of course the criteria used to capture NTE crime will not always include the relevant crimes. In addition, Data on night time economy sizes, visitor and turnover numbers is almost non-existent, and many figures specific to the NTE itself are usually estimates or educated guesswork. It is also acknowledged that many of these crimes cannot be directly attributed to individual licensed premises, although it is not the intention of this report to single out individual premises.

Methodology

This report has used the following criteria to measure Night Time Economy Related Crime:

Geography – all crimes taking place within the boundaries of each of the four current cumulative impact areas in Bournemouth (see maps)

Crime Types – assault crimes of all levels (GBH, ABH, Common Assault) that are non-domestic related (ie “public place” offences), occurring between 2100hrs & 0600hrs and all crimes (of any type) that have been flagged on the police crime recording system as “alcohol related”, occurring between 2100hrs & 0600hrs. These are defined as “day time” offences. Figures for these same crime types where the offences have occurred outside of night time economy hours (ie between 0600hrs & 2100hrs, have been defined as “day time” offences.

Time Period – The time period used for all data is 1 January – 30 June 2012, although some anecdotal figures are also included for fiscal year periods.

Hotspot Mapping – the hotspot mapping is generated using Mapinfo mapping software. The hotspots are generated by plotting crimes on a map and combining these crime locations with a 100 or 250 metre square grids. The hotspots are calculated by how many crimes take place in each of these 100 metre grid squares. (red equals more, yellow equals less). This is a different approach taken by the online, publically accessible crime statistics (crime mapper website).

Publically accessible crime statistics – the crime statistics shown in this analysis are not comparable with those that can be accessed through the Dorset Police Website (national crime mapper site). The criteria used by the web site only provides figures for a given month and by individual street or Ward area, and the data is less specific and detailed. Therefore this difference in geographical and temporal criteria between the two sources means there will be differences in subsequent crime numbers.
Current Trends in Night Time Economy Crime

Despite these complexities, the criteria used to measure night time economy related crime strongly suggests that it is a significant contributor to overall violent crime levels, particularly where large NTE’s exist in an area. Just under a quarter of assaults with injury in Dorset in 2011/12 took place in one of its three main NTE’s (central Bournemouth, Weymouth & Poole Old Town areas), and this figure does not even include the smaller town NTE’s that exist across Dorset. When factoring these in, the volume of injury assaults in Dorset during that twelve month period, attributed in some way to an NTE, comes to over a thousand offences.

Despite these large numbers, the overall picture in Dorset is not currently a negative one. Between 2010/11 and 2011/12, it is estimated that assaults with injury in Dorset’s three biggest night time economies fell by around 3%, with some individual NTE’s seeing even bigger reductions. Partly as a result of pro-active policing and co-ordinated multi-agency working (including the influence of cumulative impact areas), violence in Dorset’s main night time economies is currently on a downward trend. Equally of course, there is no doubt that the ongoing economic downturn has also played a part.

An overview of the Central Bournemouth Night Time Economy

Bournemouth Town Centre has had a thriving night time economy for many years. It is a regional centre, but is also a holiday resort and its appeal is national. Many people visit the town for short breaks, often specifically to visit the night time economy, which is seen as one of the biggest and best in the country. Add to this the proliferation of stag and hen parties that visit the town every weekend, together with the continuing growth of the already large University and its student population, it is clear that Bournemouth has a sizeable and very varied clientele alongside “locals” visiting its night time economy.

Although official figures do not exist, the Local Authority Town Centre management estimate that there are approximately 34,200 drinking spaces in licensed premises in the Bournemouth Town Centre area, within over 50 bars, pubs or clubs which all vary in size, nature and clientele. In addition, there are numerous off-licensed premises in this area, take-aways, restaurants and similar establishments catering for night time economy visitors.

Other Night Time Economies in Bournemouth

Charminster High street is known for its range of ethnic restaurants and bars, as well as cafes and other food establishments, and is probably the only other location in Bournemouth that could be considered a separate night time economy. In addition to Charminster, two other areas of Bournemouth have been designated CIA’s – these being Central Boscombe and Pokesdown High Street, and also Winton High Street (Wimborne Rd). Whilst these areas do not really have a defined night time economy, they do have a small scattering of pubs and bars as well as off-licenses which still make them areas with high potential for alcohol related crime.
Map 1 above shows the number of bars, pubs and clubs in the Borough of Bournemouth by Census Output Area, showing a clear concentration in the town centre area, as would be expected due to its night time economy. Smaller concentrations are found in the three other CIA areas of Boscombe, Charminster and Winton.

**Headline Figures**

between January and June 2012 in the Borough of Bournemouth overall, there were:

- 942 “alcohol related” crimes (crimes of any type where alcohol was an influencing factor)
- 476 crimes of assault in a public place that occurred between 9pm & 6am (ie at night)
- 344 crimes of assault in a public place that occurred between 6am and 9pm (ie during the day time)

**Crime in the Cumulative Impact Areas (combined)**

As has already been suggested in the introduction, a significant proportion of the crimes shown above have occurred within the boundaries of the four designated Cumulative Impact Areas in Bournemouth.

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<table>
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<tbody>
<tr>
<td><strong>area (sq km)</strong></td>
<td>3.3</td>
</tr>
<tr>
<td>% of Bmth Borough area</td>
<td>7%</td>
</tr>
<tr>
<td><strong>total alcohol crime</strong></td>
<td>566</td>
</tr>
<tr>
<td>% share in Borough</td>
<td>60%</td>
</tr>
<tr>
<td><strong>total night time public place assaults</strong></td>
<td>347</td>
</tr>
<tr>
<td>% share in Borough</td>
<td>73%</td>
</tr>
<tr>
<td><strong>total day time public place assaults</strong></td>
<td>155</td>
</tr>
<tr>
<td>% share in Borough</td>
<td>45%</td>
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The table above shows figures for the same types of crime – alcohol related crime, night time public place assaults and day time public place assaults – but instead they relate only to crimes occurring in the four cumulative impact areas combined. The combined area of the CIA’s is 3.3 square kilometres, which is 7% of the total area of the Borough of Bournemouth. Despite the CIA’s covering such as small area, their share of these crimes as a proportion of the Borough’s total is relatively high. The four CIA’s together, for the period January to June 2012, accounted for:

- 60% of the Borough’s alcohol related crime
- 73% of the Borough’s night time public place assaults
- 45% of the Borough’s day time public place assaults

Map 2 below of the Borough shows “hotspots” of alcohol related crimes by 250 metre grid square. The darker the colour, the greater the concentration of crimes. The boundaries of each Cumulative Impact Area are also marked out to show them in the context of these hotspots.

Map 2 shows that the majority of alcohol related crimes concentrate within the boundaries of the CIA’s. Moreover, these concentrations are also consistent with licensed premises hotspots shown in Map 1. Whilst there are small hotspots all around the Borough, the overwhelming hotspot is clearly in Central Bournemouth, where the majority of these offences take place.
The table and map above show that despite accounting for such a small share of the Borough’s total area, the Central Bournemouth CIA accounts for the greatest numbers and hotspots in the Borough. This particular CIA in its own right accounts for the following:

- 41% of the Borough’s alcohol related crime
- 62% of the Borough’s night time public place assaults
- 24% of the Borough’s day time public place assaults

Whilst the Central Bournemouth CIA sees a lower proportion of day time public place assaults (24%), its share of night time assaults is very high (over 60%), emphasising the influence of its large night time economy.

The hotspot map is generated by combining alcohol related crimes with 100 metre grid squares. The hotspots are focused around the main town centre, stretching from the Triangle area in the West, down to the Square and southwards along Exeter Rd, then along the length of Old Christchurch Rd, along St Peters Rd and Fir Vale Rd up to Horseshoe Common, before extending up to the Lansdowne and beyond to Holdenhurst Rd in the East.
Peak times of alcohol related offences (above) and days (right) in Central Bournemouth, suggest strong peaks at night and at weekends. The peak time for these offences is between 2-3am, whilst the peak day is Sunday. These trends are consistent with the strong night time economy influence in Central Bournemouth. There is much less activity before 11pm (during the day time and early evening).
Boscombe & Pokesdown Cumulative Impact Area

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>area (sq km)</td>
<td>1.15</td>
</tr>
<tr>
<td>% of East Bournemouth area</td>
<td>7%</td>
</tr>
<tr>
<td>total alcohol crime</td>
<td>136</td>
</tr>
<tr>
<td>% share in East Bournemouth area</td>
<td>51%</td>
</tr>
<tr>
<td>total night time public place assaults</td>
<td>37</td>
</tr>
<tr>
<td>% share in East Bournemouth area</td>
<td>44%</td>
</tr>
<tr>
<td>total day time public place assaults</td>
<td>57</td>
</tr>
<tr>
<td>% share in East Bournemouth area</td>
<td>42%</td>
</tr>
</tbody>
</table>

The table and map above show that the Boscombe and Pokesdown CIA accounts for a significant share of violence and alcohol related crime within the local area. This CIA has been measured against the East Bournemouth area as opposed to the whole of Bournemouth Borough, as it is not as influential on the wider Borough area. So this CIA in its own right accounts for the following:

- 51% of all the alcohol related crime in the wider East Bournemouth area
- 44% of East Bournemouth’s night time public place assaults
- 42% of East Bournemouth’s day time public place assaults

Whereas the emphasis in Central Bournemouth was much more on night time offences due to its night time economy, the Boscombe & Pokesdown CIA sees a much greater balance between day time and night time offences, partly due to this area having no proper night time economy. Alcohol related crimes here are more likely to occur on the street, with an increased likelihood of links to off-licensed premises rather than bars or clubs.

The hotspot map is focused mainly on the Boscombe Precinct area at the western end of the map. This area contains the main shopping area and highest levels of general activity. There are smaller hotspots further east along Christchurch Rd (Pokesdown) and Southbourne Grove.
Peak times of alcohol related offences (above) and days (right) suggest peaks at weekends and during the evenings, but these are much less pronounced than central Bournemouth. The day distribution is much more even in Boscombe, whilst the peak times are 8-9pm and 11pm-midnight. This is a much earlier peak than Central Bournemouth, in addition there is much more activity during the day time and early evening in Boscombe.
Winton & Charminster Cumulative Impact Areas

<table>
<thead>
<tr>
<th>Area (sq km)</th>
<th>0.37</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of North Bournemouth area</td>
<td>1%</td>
</tr>
<tr>
<td>Total Alcohol Crime</td>
<td>44</td>
</tr>
<tr>
<td>% share in North Bournemouth area</td>
<td>17%</td>
</tr>
<tr>
<td>Total Night Time Public Place Assaults</td>
<td>15</td>
</tr>
<tr>
<td>% share in North Bournemouth area</td>
<td>18%</td>
</tr>
<tr>
<td>Total Day Time Public Place Assaults</td>
<td>15</td>
</tr>
<tr>
<td>% share in North Bournemouth area</td>
<td>13%</td>
</tr>
</tbody>
</table>

The table and map above show that the Winton and Charminster CIA’s account for a significant share of violence and alcohol related crime within the local area. As with Boscombe, these CIA’s have been measured against the local area – namely North Bournemouth – as opposed to the whole of Bournemouth Borough, as they are not as influential on the wider Borough area. So the two CIA’s of Winton and Charminster account for the following:

- 17% of all alcohol related crime in the wider North Bournemouth area
- 18% of all North Bournemouth’s night time public place assaults
- 13% of all North Bournemouth’s day time public place assaults

The share of crimes in these areas is much lower than what is seen in Central Bournemouth or Boscombe, however this is partly due to the Charminster and Winton CIA’s being much smaller in size than the others (together they make up only 1% of the area of North Bournemouth)
Despite accounting for this relatively low proportion of local crime, the map shows that both CIAs contain major local hotspots. In both cases these are at the southern ends of their areas. These hotspots cover the busiest stretches of Wimborne Rd (Winton) and Charminster Rd, where the greatest concentration of licensed premises exists (including off licenses). In Winton this would mainly be off licenses but in Charminster there is a mix of bars, restaurants and off licenses in these hotspot areas.

Peak times of alcohol related offences (above) and days (right) suggest peaks mainly in the early evening and a night, and at weekends. The peak day is Saturday although this is only slightly higher than Sunday. The peak time is 11pm-midnight, although numbers begin increasing significantly after 6pm.

Summary
The hotspot maps above further confirm the overwhelming concentrations of these types of crime in the four Cumulative Impact Areas. All major hotspots are contained largely within the CIA’s. The figures indicate that despite the relatively small size of the areas designated as Cumulative Impact, these areas have, and continue to have a significant influence on violent and alcohol related crime in Bournemouth. The amount of this crime that occurs in these areas is well out of proportion to their geographic size.

Violent and alcohol related crime hotspots across Bournemouth Borough highlight the continuing need for cumulative impact zones to not only control the growth of licensed premises in these already highly congested areas, but also to ensure that these current hotspots do not expand by merely allowing additional licensed premises to locate near the current problem areas.
These three maps of alcohol related crime hotspots in the Borough of Bournemouth (mapping the crimes using a 250 metre grid) for three individual years over the past 10 years, suggest little variation in patterns. The main hotspots are very similar in each map and in each case correlate closely with the locations of the four cumulative impact areas. This strongly indicates that alcohol related crime hotspots have not changed to any noticeable degree in the long term, regardless of the time period used.
Introduction
This is a brief analysis of levels, characteristics and trends for violent and alcohol related crime on the Bournemouth Town Centre stretch of Holdenhurst Rd, with particular emphasis on the area around 24 Holdenhurst Rd (formerly the Empire Club until 2010).

Location
Holdenhurst Rd is located at the Eastern end of Bournemouth town centre. Although it is not at the centre of Bournemouth’s night time economy (indeed it is some distance away from the main area of activity around Horseshoe Common), Holdenhurst Rd does have several licensed premises along it and very close to it, that make it a peripheral hotspot of activity in its own right.

The premises along Holdenhurst Rd are mainly student orientated, with the main premises, the Old Firestation, being run by Bournemouth University. This caters for the large student population that lives and studies close by. The Lansdowne area contains Bournemouth & Poole College, as well as several university buildings and three large student halls of residence a short distance away. This makes the premises on Holdenhurst Rd very accessible to this group.

Methodology
• “violent crime” is defined as: all crimes recorded by Dorset Police under Dorset Crime Type 2 (Woundings etc) This includes all levels of assault and public order offences, including GBH, ABH, Common Assault & Public Order.
• The time frame used for the data, unless stated otherwise, is the fiscal year 2011/12 (April 2011 – March 2012), although previous fiscal year data is also shown when comparing years.
• The stretch of Holdenhurst Rd used for this analysis is shown on the map to the right. It is the Bournemouth town centre stretch from the Lansdowne Roundabout to the St Swithuns Roundabout (near ASDA).
**Headline Figures**

The total number of recorded crimes occurring on the Bournemouth town centre stretch of Holdenhurst Rd, are shown to the right. This shows yearly figures for the last three years for overall assaults / public order, night time economy only assaults / public order (offences occurring between 9pm & 6am) and finally all offences deemed alcohol related (various crime types).

It is evident that there has been a progressive increase in all types of crime in each of the past three years. The most notable increases are for assaults and public order, particularly in the past two years, where offences have increased from 76 to 96.

This increasing trend on Holdenhurst Rd is actually contrary to trends seen in the wider Bournemouth Night Time Economy over the same period. Between 2010/11 & 2011/12, the Central Bournemouth Night Time Economy as a whole saw a 5% reduction in assaults with injury. This makes the local increase around Holdenhurst Rd over that same period a concern.

**Locations**

The key locations that recorded the highest numbers of assaults & public order offences are listed to the right. There are several locations that see multiple offences however, in most cases the actual offence has not occurred inside the premises. Often the offence has occurred on the street, but more often than not the offence may be traced back in some way to the premises if it occurred directly outside it.

As can be seen, the Old Firestation is overwhelmingly the main centre of activity in a crime sense in Holdenhurst Rd. In fact, this premises is the main cause of the increase in violence in the area in recent years (35 violent crimes in 2011/12, up from 16 in 2009/10). However, not all premises listed are bars or clubs, and some are not even specifically linked to the night time economy (eg Tesco Express). Two takeaway premises are listed – KFC & Subway – whilst the remainder of locations are bars. Most are located at the end of Holdenhurst Rd that is closest to the Lansdowne (see map on Page 3).

<table>
<thead>
<tr>
<th>Year</th>
<th>All Assaults &amp; Public Order</th>
<th>Night Time Economy related assaults &amp; public order</th>
<th>Alcohol Related Crimes (all types)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/10</td>
<td>69</td>
<td>60</td>
<td>50</td>
</tr>
<tr>
<td>2010/11</td>
<td>76</td>
<td>74</td>
<td>57</td>
</tr>
<tr>
<td>2011/12</td>
<td>96</td>
<td>76</td>
<td>78</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Violent Crime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Old Firestation</td>
<td>35</td>
</tr>
<tr>
<td>Tesco Express</td>
<td>8</td>
</tr>
<tr>
<td>Inferno</td>
<td>5</td>
</tr>
<tr>
<td>KFC</td>
<td>5</td>
</tr>
<tr>
<td>Subway</td>
<td>5</td>
</tr>
<tr>
<td>Ibar / Anvil</td>
<td>2</td>
</tr>
<tr>
<td>No specific location</td>
<td>36</td>
</tr>
</tbody>
</table>
The hotspot map to the left shows the Holdenhurst Rd & Lansdowne area of Bournemouth Town Centre, with night time economy related assaults and public order hotspots, and key licensed premises highlighted in the context of these hotspots. Also highlighted is the site of 24 Holdenhurst Rd, formerly the Empire Club until 2010.

The map shows the main hotspot in the area to be the southern end of Holdenhurst Rd, which is closest to the Lansdowne. This correlates strongly with the main concentration of licensed premises along the road. In addition, there are several other premises nearby, including the Christopher Creek on the Lansdowne, Alika on Christchurch Rd, as well as ONeills and Heroes on Old Christchurch Rd. All of these premises are within this main hotspot, which continues along Old Christchurch Rd and extends down towards Horseshoe Common.

Although the main hotspot for violent crime in the town is further along Old Christchurch Rd around Horseshoe Common, the site of 24 Holdenhurst Rd is almost in the centre of this smaller local hotspot in the east of the town centre. It is next door to the main focus of activity at the Old Firestation and very close to several other licensed premises.
**Times**

The chart to the right shows peak times for violent crime offences on Holdenhurst Rd in 2011/12. The overwhelming peak in this area is between 2am & 3am, although numbers are generally higher in this area between midnight and 5am. There are far fewer offences occurring outside these times.

The peak times are consistent with closing times of many of the licensed premises in the area, and are also consistent with general peaks for night time economy offending in central Bournemouth.

**Days**

The chart to the right shows peak days for violent crime offences on Holdenhurst Rd in 2011/12. As might be expected, the overwhelming peak is on Saturday, although this would include offences occurring in the early hours of Saturday morning, as well as late on Saturday night. Sunday is the next most common day and most of these offences are likely to have occurred early on Sunday morning.

When considering the time of day analysis in combination with the day of week analysis, it is interesting to note that the indication is for more activity in the early hours of Saturday morning in this area. This is in contrast to the rest of the town centre where more activity seems to take place in the early hours of Sunday mornings.