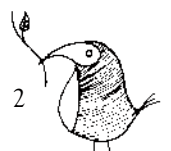


TITLE INDEPENDENTLY AND OBJECTIVELY ASSESSING
THE NEED FOR A CUMULATIVE IMPACT POLICY FOR
RICHMOND AND TWICKENHAM – FINAL REPORT
BY ERSKINE CORPORATION LLP
FOR LONDON BOROUGH OF RICHMOND UPON
THAMES – MAY 2005



TABLE OF CONTENTS

Section	Page
1 SUMMARY	5
1.1 Introduction.....	5
1.2 Aim.....	5
1.3 Methodology	5
1.4 Findings.....	5
1.5 Conclusion statement	7
INTRODUCTION	8
2 AIM.....	8
3 COMMUNITY SURVEY	9
3.1 Introduction.....	9
3.2 Methodology	9
3.3 Findings.....	11
3.4 Summary	30
4 OBSERVATIONAL STUDY.....	31
4.1 Introduction.....	31
4.2 Methodology	31
4.3 Findings.....	34
4.4 Summary	37
5 ANNEXES.....	38
5.1 Demographic details of the sample.....	38



PLEASE NOTE

The Royal National Institute for the Blind 'clear print' guidelines recommend the typeface be arial with a size of between twelve and fourteen point. We are happy to provide a larger print version on request or in an electronic format of your choice. Likewise, should you (or anyone to whom you wish to pass the report) need any help with language or translation issues, erskine will endeavour to provide this support.

If you are reading this adobe acrobat document on screen you will find links and references to other sections, specifically in the table of contents and the references to section numbers. Also you will find many hyperlinks to the internet. **It's therefore best reading the document screen with an available internet connection.** To access the links in acrobat reader, hover over the link with the mouse and the 'hand' will become a 'finger', click and it will take you to the cross reference. Click the back button to return.

If you wish to print this document the margins are set for **double sided printing** in line with our environmental policy. Also to reduce the printed length of the document, the normal text in this report is formatted in a typeface called goudy old style; size twelve point.

If you are reading this document and find any jargon (i.e. technical language without a clear explanation), please contact us and we will remove it from any future versions.

DOCUMENT CONTROL

project number	0021-01
file name	erskine_report_v2.0.doc
title	INDEPENDENTLY AND OBJECTIVELY ASSESSING THE NEED FOR A CUMULATIVE IMPACT POLICY FOR RICHMOND AND TWICKENHAM
version number	V2.0
last update	25 th May, 2005
review status	Simon Campbell, Angela Campbell
approval status	FINAL DRAFT
authors	Alistair Turnham
research	Alistair Turnham



Acknowledgments

Thanks to Ray and Steve Gibbs of Pavilion Security for looking after the field researchers and for providing substantial local background knowledge. Thanks also to representatives of the Metropolitan Police, Richmond Civic Society, town centre management companies and the licensees associations in Richmond and Twickenham who all contributed background to the study.

Below is a list of the field researchers who worked on the project and whose diligent observations form a key part of this research project.

- Asad Shahid
- Ashir Sajid
- Emmanuel Chukwuma Ogu
- Gabriel Davies
- Giyani Sola
- Iris Sara
- Juste Aviziute
- Mohamed Diirshe Mohamoud
- Philip Gwott
- Prabjot Matharu
- Rastko Filipovic
- Richard Stadler
- Yasmine Kenzani Phillips

1 SUMMARY

1.1 Introduction

- This short summary of the research project *Independently And Objectively Assessing The Need For A Cumulative Impact Policy For Richmond And Twickenham*, highlights the context, approach and most importantly the FINDINGS of a study undertaken by evening economy specialists, Erskine Corporation, on behalf of the London Borough of Richmond upon Thames.

1.2 Aim

- The project aimed to produce independent and robust observational and community survey data on violence, anti-social behaviour and nuisance in and around Richmond and Twickenham town centre in order to support the decision-making process of the council in whether or not to adopt a Cumulative Impact Policy.

1.3 Methodology

- The project took the form of two discrete but compatible studies:
 - firstly, a postal survey of Richmond and Twickenham town centre residents, and
 - secondly, an evening and night-time observational study of low level nuisance behaviour and crime in Richmond and Twickenham town centres on the busiest nights of the week.
- The project took place in April 2005.

1.4 Findings

1.4.1 Postal survey

1.4.1.1 Background

- A postal survey took place of 4,000 residents and businesses within 200m of the draft Cumulative Impact Zones (of which 475 returned questionnaires). Respondents were selected completely randomly and within the 200m because this is where the greatest impact of the licensed economy is felt and where the resources available for the study were likely to be best used to get a clear picture of community feeling.

1.4.1.2 General findings

- Almost three-quarters of respondents from *both* towns have regularly experienced crime, disorder, nuisance and /or anti-social behaviour they believe is linked to the licensed economy.
- 54% of Richmond and 54% of Twickenham respondents are deterred from using the facilities in the town centres at night because they regularly encounter crime, disorder, nuisance and /or anti-social behaviour. The main explanations for their non-use were; 'due to groups'; 'feelings of intimidation'; 'due to the drunkenness of others' and 'general unpleasant[ness of the] environment'.
- The most regularly encountered types of crime, disorder, nuisance and /or anti-social behaviour experienced by respondents in Richmond and Twickenham were 'littering' and 'excess noise'. However, over half the respondents in both towns also regularly experience 'fighting', 'swearing', 'vandalism', 'urination' and 'criminal damage'.
- Of the types of behaviour that respondents had experienced, they mostly encountered them



weekly, except excess 'noise' which was most commonly occurring on a twice weekly basis and 'littering', which was most common on a daily basis. 'Criminal damage' was the least frequently occurring behaviour, with most respondents saying that it occurred monthly or less frequently.

- The respondents were asked to justify their remarks. Most respondents (25%) said that they witnessed the behaviour directly, that is, they saw it or heard it and could link it to licensed premises. The next most common justification was that it was 'linked to times' when licensed premises were open (i.e. primarily at night) (24%). For example, they found evidence of urination (i.e. often dried on to the wall) next to their house when they woke up the next morning. The next most common explanation for linking the behaviour to the licensed economy was that the behaviour was 'in the vicinity of the [licensed] premises' (23%). For example, they found pools of vomit outside the premises when walking to work or similar.
- While there are some small indications that gender and age affect people's responses, there does not appear to be a firm link between the distance respondents live from licensed premises and the answers they give.

1.4.1.3 Noise

- Respondents were asked about noise they believed was linked to the licensed economy and how this affected their sleep. Respondents from Twickenham are more likely to experience sleeping difficulties on a *regular* basis than those in Richmond (60% compared to 47%).
- Respondents were also asked how often they were woken. The majority (64%) of respondents from Twickenham were woken as often as weekly or twice weekly. The same figure for Richmond was 57%.
- The main reason (77% Richmond, 74% Twickenham) people said they were woken is from 'people by their home', i.e. who respondents felt were on their way home from licensed premises. Over a third (43% Twickenham, 37% Richmond) of respondents were also woken by 'people talking in or immediately outside licensed premises'.

1.4.1.4 CIP

- A substantial majority (over 80% in each town) respondents think there *should* be a Cumulative Impact Policy.
- The reasons people gave included: 'to control crime and disorder'; 'to protect the quality of the environment'; 'to protect the quality of life for residents'; 'for public safety'; 'to control under age drinking'; 'to limit the expansion of licensed premises'; 'to curb drunkenness'; so that 'pubs take responsibility for their impact', and because: 'rugby matches encourage binge drinking'. Other reasons include: '[there are] already sufficient pubs/bars'; the 'impact requires controlling and monitoring' and the 'town centre is too crowded already'.
- The majority (81%) of Richmond and Twickenham respondents agree with the current definition of 'public house or bar' as 'any premises where the primary activity is the consumption of alcohol, excluding restaurants'.
- The notable majority of respondents (95% Richmond, 94% Twickenham) think that the CIP should apply at the very least to 'public houses or bars'.
- Of those who believed that it should also apply beyond 'public houses and bars' (around four fifths did) almost all (96% in Richmond and 97% in Twickenham) felt it should also apply to nightclubs. Around half to a third (between 31% to 54%) felt that it should apply also to off-licences, social clubs, restaurants and night cafes.
- The majority of respondents from both towns (65% Richmond, 59% Twickenham) agree with the proposed CIP boundary areas. The main reasons for not agreeing (26% Richmond, 33% Twickenham) were: 'include the riverside'; 'should extend the boundaries'; 'should extend - across specific locations'; 'should extend - across specific pubs'; 'should extend - across specific streets' as well as 'should be reduced'.



1.4.2 Observation study

1.4.2.1 Background

- 17 field observers that Erskine trained in observation research, were given security support and were closely managed in the field in order to produce accurate research on what really happens within the Richmond and Twickenham town centres between 8:00pm and (depending on the night) 1:00am and 3:00am. An Observational Research Tool which allowed data capture was developed.
- Observed activity was divided into categories such as 'shouting', 'vomiting', 'lewdness' etc.
- It is not possible to compare our study to that of anywhere else, except in principle Camden, as only this borough has undertaken such a similar piece of work. However, it would not be reasonable to compare Richmond and Twickenham to Camden because they are substantially different places. However, we are able to pinpoint the following very specific findings.

1.4.2.2 General findings

- Firstly, the research, which took place between 8:00pm and 1:00-3:00am across fairly typical Sunday, Thursday, Friday and Saturday nights, shows that around three-quarters of the time there is no activity at all.
- Overall, the level of incidents is relatively similar in Richmond to Twickenham, though Richmond is substantially busier than Twickenham in terms of pedestrian volumes.
- Of the activity that does take place in the two towns, Richmond sees relatively more urination, vomiting and rowdiness, while Twickenham gets more aggressive behaviour, fighting, intimidation etc. as well as more littering.
- The main incidents observed across *both* towns on the four evening sessions were as follows: 'Rowdiness' 498, 'Littering' 106, 'Urination' 70, 'Fighting' 28, 'Intimidation' 13, 'Criminal behaviour' 9, 'Vomiting' 6, 'Lewdness' 4, 'Defecation' 0, 'Other' 193. This is a total of 927 incidents across the 208 hours of observation.
- The main areas where activity occurs within each town centre are The Station in Richmond (though this does not take into account that in summer the riverside is much busier), while Kew Road was found to be extremely quiet. The junction of Water Lane and the main thoroughfares is the areas with most activity in Twickenham.
- Sunday is the quietest day of the week. On Thursday, which does have peaks between 8:00pm and 01:45am, there is little variation from Sunday, except towards the end of the night, when Richmond in particular increases activity. Friday night is when the real changes appear. Both Richmond and Twickenham have their highest level of incidents of the week on this day, primarily between 10:00pm and 11:30pm with another smaller but notable peak at 12:45am / 1:00am. Though it is the second most active day, there are not quite as many incidents on Saturday as Friday and they are spread more evenly across the evening.

1.5 Conclusion statement

While it is not possible to compare these figures with other evening economies of a similar nature, it is evident that the substantial majority (though not all) residents and businesses want a cumulative impact policy. The research also shows that there is what appears a substantial amount of low level nuisance behaviour / alcohol-related disorder and a small amount of properly criminal activity taking place within Richmond and Twickenham Town Centres that is most probably linked to the individuals using the licensed trade (both on and off) and that is unlikely to be reported to the police.



2 INTRODUCTION

The London Borough of Richmond upon Thames commissioned evening economy research and strategy organisation Erskine Corporation (Erskine) to undertake independent and objective research to inform its decision on whether or not to adopt a Cumulative Impact Policy under the Licensing Act 2003.

A cumulative impact policy (or CIP)¹, is, simply put, a method of allowing the council, following an evidence gathering period, to place geographical limits on the expansion of its licensed economy in order to prevent crime and disorder, nuisance, promote public safety and ensure that children are protected. Any existing venue wishing to 'materially' enlarge its premises or a new premises wishing to open within a CIP zone would have to prove that it will NOT impact adversely upon the public safety objectives of the Licensing Act. Outside a CIP zone, it will be up to the Council, police, residents etc. to prove that a materially larger or new venue will impact adversely, if they are to challenge a licensing application.

This switching of the burden of proof is a very important step a council can make, so it is right that whatever decision it takes, that this decision is based on the most robust and accurate information available. At Erskine we are familiar with the process that most councils have gone through in either adopting or not adopting a CIP. By combining the survey and observational research contained within this report with other available information, e.g. CCTV footage data, environmental health statistics, crime mapping from the police and the results of the Anti-Social Behaviour Hotline set up by the council in April and May 2005, we believe that this gives the council the most accurate set of data of any council in England and Wales has had on which to base its decision.

It was stressed by the Council to Erskine that our reporting should only highlight the key facts to emerge from the research process and not make recommendations. Erskine have endeavoured to do this and it is the role of officers to make recommendations to councillors based on the evidence within this report and other sources as to whether the council should adopt a CIP or not.

The methodology for the study was twofold. Firstly, a postal survey of residents and businesses close to a draft cumulative impact zone was undertaken and this was combined with an observational study of low level anti-social behaviour within Richmond and Twickenham during the key trading periods of 8:00pm to between 1:00am and 3:00am on the main trading nights of the week. We have outlined a more detailed methodology at the start of each section of findings.

3 AIM

The overall aim of the study was

to produce independent and robust observational and community survey data on violence, anti-social behaviour and nuisance in and around Richmond and Twickenham town centre in order to support the decision-making process of the council in whether or not to adopt a Cumulative Impact Policy.

¹ Cumulative Impact Policies are sometimes referred to as Cumulative Effect Policies, Stress Area Policies or Special Impact Policies.



4.1 Introduction

It was identified by the council that it lacked robust information on the views of residents, businesses and other organisations within and around the draft CIP areas about the impact of the licensed economy on them.

4.2 Methodology

A survey was developed by Erskine based on the types of information about the evening economy the council was seeking to establish. Erskine partner and report author, Alistair Turnham has constructed similar quality of life and licensing surveys for numerous authorities, so was able to advise on question structure to ensure that there were no leading or biased questions.

Overall, 4,000 surveys were posted by the research company contracted to undertake this part of the study (Erskine associates and Market Research Society members QA Research) to the sample of addresses (see below). In addition to the survey, a copy of a draft CIP statement (see Appendix 4) and a map of the relevant town centre (see Appendices 2 and 3) with a potential CIP zone marked on it were also included.

The **entirely random** sample of those surveyed was defined in the following ways:

- 1) 2,000 sent to Richmond: 1,000 to randomly selected business and residential addresses up to 100 metres from the proposed CIP area and 1,000 to randomly selected business and residential addresses between 1-200 metres from the proposed CIP area.
- 2) 2,000 sent to Twickenham: 1,000 to randomly selected business and residential addresses up to 100 metres from the proposed CIP area and 1,000 to randomly selected business and residential addresses between 1-200 metres from the proposed CIP area.

The 100m and 200m zones that were the basis of the sample were chosen because they were closest to the draft CIP area, and were therefore considered the most likely to be able to give an informed opinion on the impacts of the licensed economy. That is not to say that those living, 300 or 400m and further away do not have opinions, but that it was not feasible in terms of resources to undertake a broader consultation and still retain accuracy and robustness.

The Royal Mail's Postcode Address File (or PAF) was used in conjunction with GIS² mapping software in order to identify eligible residential and business addresses to fit the sample.

In total, there were 475 responses (237 from Richmond and 238 from Twickenham). The responses were inputted, quality checked and analysed using industry standard analysis software SPSS v.12. The results were analysed by area – Richmond and Twickenham. Frequencies³ were run against all the questions and selected cross tabulations⁴ were also run.

² GIS or geographical information systems allow analysts to plot data on maps to make it easy to understand and also to identify all addresses within a particular 'buffer zone' around a specific site, in this case the 200m boundary.

³ A frequency is the number of people who gave a response to each question.

⁴ A cross tabulation is the analysis of one frequency against another; for example, you could find out how many people aged 18-24 'regularly encountered any crime, disorder, nuisance and /or anti-social behaviour...'



erskine

A forecasted approximate level of return was 20%, based on Erskine and QA's previous knowledge of this survey area and subject matter – for a postal survey we would expect between 5 and 30% return. This level of returns (12% in both areas), is a fair, though not outstanding return and while only four comments were made about the complexity of the survey, it is likely that the technical nature of it, did impact upon the return rate.

All respondents were required to put their full contact details on the questionnaire if their surveys were to be considered. All did. 5% of respondents (approximately 25 participants) were telephoned to verify that they had indeed filled out the survey – which is in line with the Market Research Society's *Code of Conduct*. All had.

The levels of returns means that while the results overall are statistically significant of the views of Richmond and Twickenham residents, it remains what researchers would consider 'strongly robust' when it comes to each area alone.

When looking at the sub-samples, i.e. gender, age, distance from the nearest licensed premises, etc. the amount of people answering from within these groups are extremely varied. Therefore, due to the number of criteria where the sub-sample responses from some categories were small we have not commented on issues like age, gender etc. for each main question, but have highlighted this type of data when the results are significant⁵ and add something to our understanding of the main figures.

The results have been provided in approximate chronological order of the survey questions,⁶ with the exception of the personal characteristic questions which are located in Annex 1. To summarise, the majority of respondents were White British over 25, (though the age categories of 35 and above were the most frequent responders). Around 85% of responses were from residents and 15% from business.

In Appendix 5 of the accompanying Appendices document, we have provided the full listings of the written responses people gave when clarifying their main answers.

Each chart has the 'base' or number of people answering it located underneath. This will vary slightly throughout the report as some questions asked people to skip forward a question or two if the next question was not applicable depending on the answer they had given.

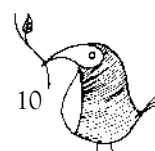
Substantial additional material was provided by a small number of respondents. These were scanned into electronic document format, anonymised and where it would not lead to the identification of the responder, forwarded to the council.

A small number of additional questionnaires arrived after the closing date. These have been anonymised, photocopied, and sent to the council to inform their decision on whether or not to introduce a CIP.

Throughout we have endeavoured to present a balanced view of those who experience problems with the licensed economy in both towns (and invariably want a CIP) – the majority, and those who see few or no issues with the situation as it currently stands.

⁵ When the data is cross-tabulated, overall frequencies are dispersed across a larger number of options. As such, many cross tabulations can have a low number of responses. The results may still be statistically significant but the low number of responses mean that the results must be interpreted as indicative only.

⁶ Please refer to Appendix 1 for a copy of the survey.

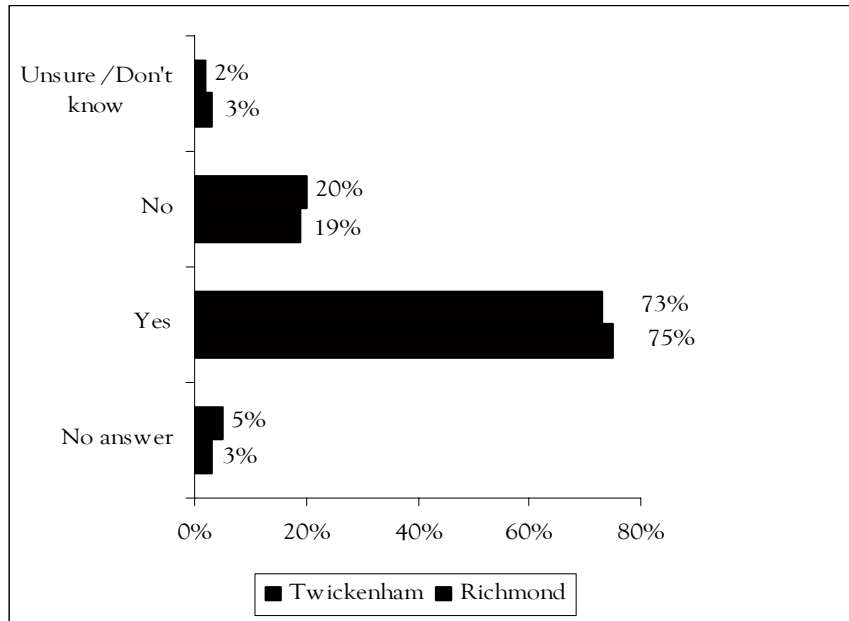


4.3 Findings

4.3.1 Personal experience of crime, disorder, nuisance and/or anti-social behaviour

This section examines respondents' personal experiences in relation to crime, disorder, nuisance and/or anti-social behaviour that they believe is specifically linked to the licensed economy in the their respective town centres.

Figure 1. Do you regularly encounter any crime, disorder, nuisance and/or anti-social behaviour in Richmond / Twickenham that you believe is linked to licensed premises in Richmond / Twickenham Town Centre?



Base⁷: Twickenham – 238, Richmond - 237

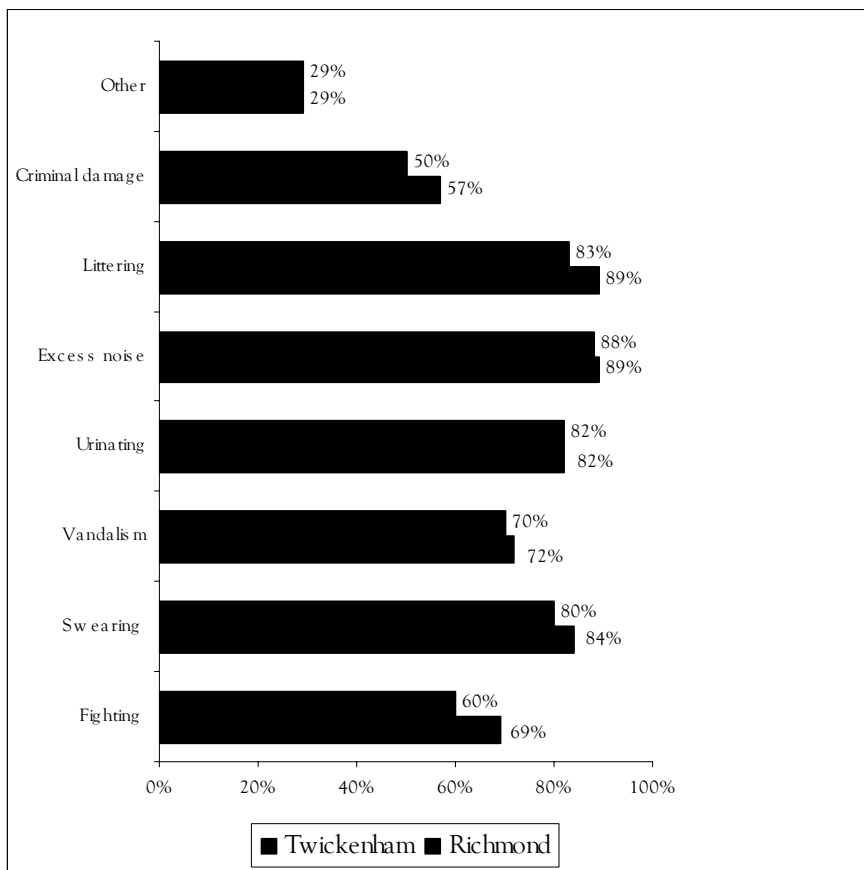
Almost three quarters of respondents from *both* towns have regularly experienced crime, disorder, nuisance and/or anti-social behaviour that they believe is linked to the licensed premises in their town centre.

⁷ Base is the research term for the number of respondents to any one question.
Independently and Objectively Assessing the Need for A Cumulative Impact Policy for Richmond and Twickenham



4.3.2 Types of behaviour regularly encountered that are believed to be linked to licensed premises

Figure 2. Which types of behaviour do you regularly encounter in Richmond / Twickenham that you believe are linked to licensed premises in the town centre?



Base: Richmond -186, Twickenham - 185

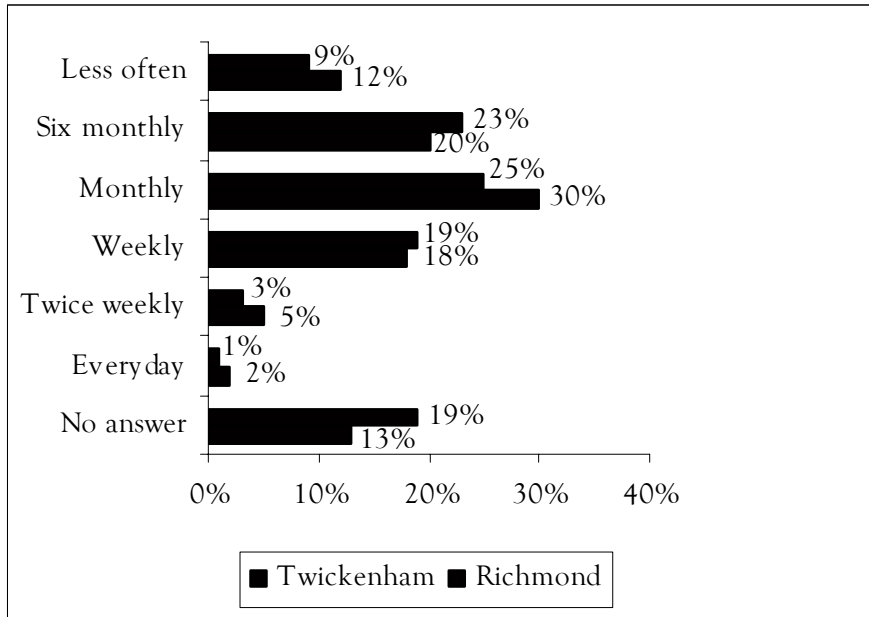
The most regularly encountered types of crime, disorder, nuisance and /or anti-social behaviour that respondents believed was linked to the licensed economy in Richmond and Twickenham are ‘excess noise’ (88% on average across both towns) and ‘littering’ (85% on average across both towns).

However, over half the respondents in both towns also regularly experience ‘fighting’, ‘swearing’, ‘vandalism’, ‘urinating’ and ‘criminal damage’.

‘Other’ behaviour that respondents believed was linked to the licensed economy included: ‘under age drinking’, ‘vomiting’, ‘aggression’, ‘drunkenness’, ‘graffiti’, ‘theft’, ‘illegal parking’, ‘effects after rugby matches’ and ‘general feelings of being unsafe’.

4.3.3 Frequency of experiencing crime, disorder, nuisance and/or anti-social behaviour that respondents linked to the licensed economy

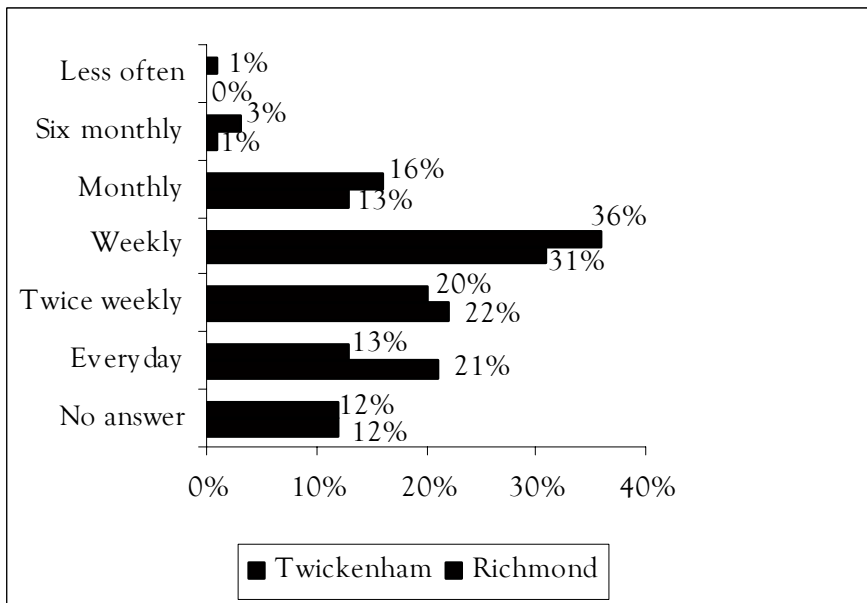
Figure 3. How often do you encounter *fighting* that you believe is linked to licensed premises in the town centre?



Base: Twickenham - 138, Richmond - 129

The majority of people encounter ‘fighting’ that respondents believed was linked to the licensed economy in Richmond and Twickenham on a ‘monthly’ basis. However, a fifth of all respondents from both towns experience fighting ‘weekly’ with a small proportion (1-2%) experiencing it as often as ‘everyday’.

Figure 4. How often do you encounter *swearing* that you believe is linked to licensed premises in the town centre?



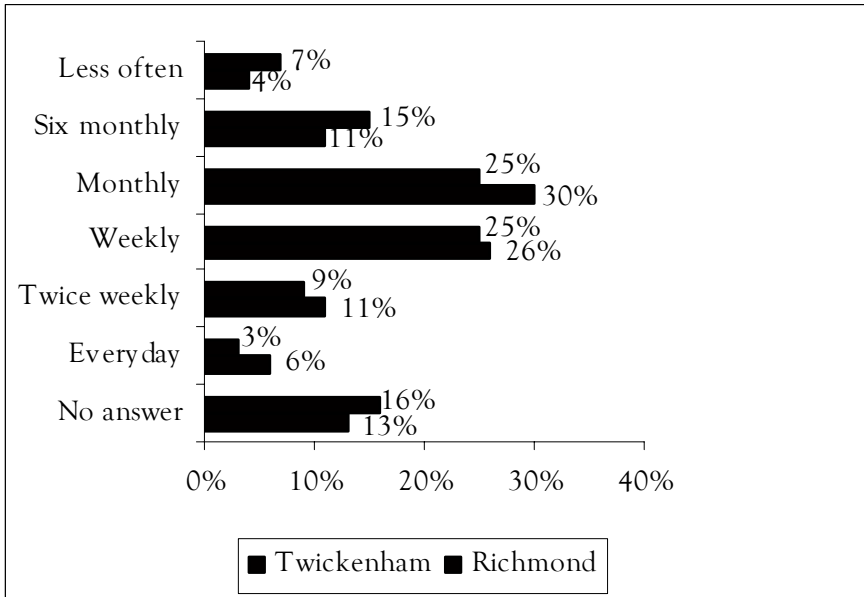
Base: Twickenham - 160, Richmond - 161



aspire

A third of respondents (36% Richmond, 31% Twickenham) personally experience 'swearing' that they believed was linked to the licensed economy in Richmond and Twickenham on a 'weekly' basis. Respondents from Twickenham are more likely to encounter 'swearing' on a daily basis than those from Richmond.

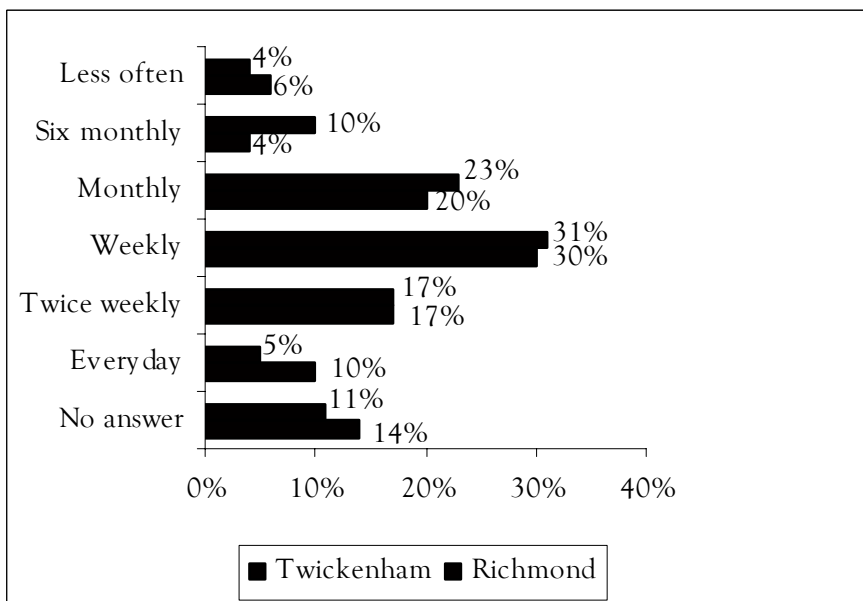
Figure 5. How often do you encounter *vandalism* that you believe is linked to licensed premises in the town centre?



Base: Twickenham - 140, Richmond -144

A quarter of respondents from Richmond experience 'vandalism' that they believed was linked to the licensed economy in Richmond and Twickenham on a 'weekly' AND 'monthly' basis (50% in total). Respondents from Twickenham are more likely to experience 'vandalism' on a 'monthly' basis; however, just over a quarter (26%) encounter it on a 'weekly' basis.

Figure 6. How often do you encounter *urination* that you believe is linked to licensed premises in the town centre?

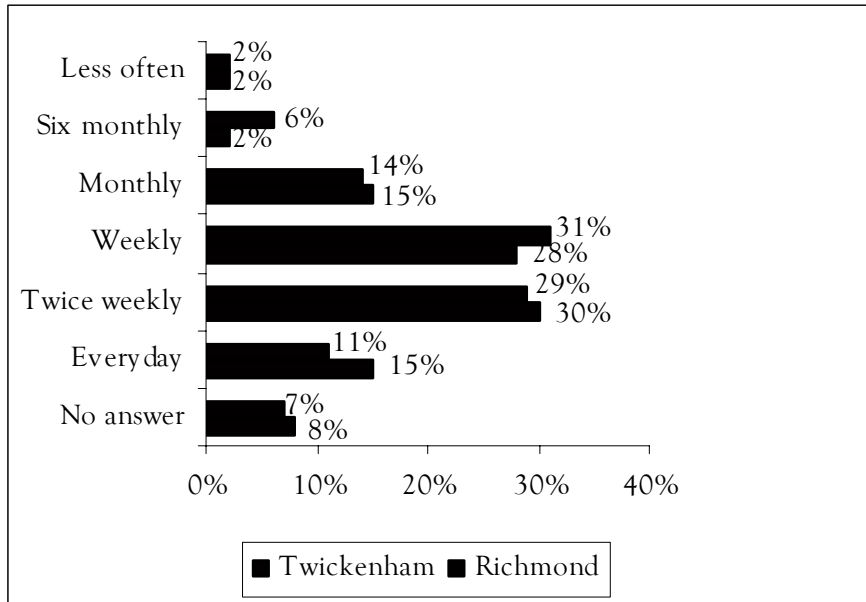


Base: Twickenham - 161, Richmond - 164

exposure

A third of all respondents from both towns personally encounter 'urination' in a public place that they believed was linked to the licensed economy on a 'weekly' basis. Respondents from Twickenham are more likely to report 'urination' in a public place more regularly than those from Richmond - with 10% witnessing/encountering it on a 'daily' basis.

Figure 7. How often do you encounter *excess noise* that you believe is linked to licensed premises in the town centre?



Base: Twickenham - 169, Richmond - 170

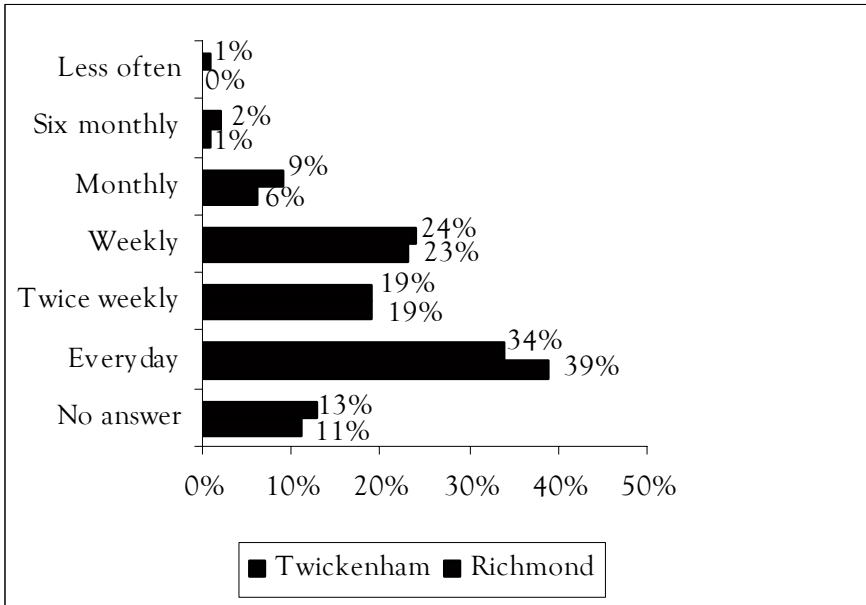
'Excess noise' as the activity that respondents believed was linked to the licensed economy is the most encountered personal experience of crime, disorder, nuisance and /or anti-social behaviour (almost 90% in both towns), it is not surprising that a third (31% Richmond, 28% Twickenham) of respondents from both towns experience it 'weekly'.

Similarly, a further third of respondents encounter 'excess noise' 'twice weekly' and several (11% Richmond, 15% Twickenham) encounter it 'daily'.

(Noise is widely defined and not simply that from premises which would be covered by the Environmental Protection Act and therefore these are not the sort of incidents would have been recorded in any official statistics of noise complaints).



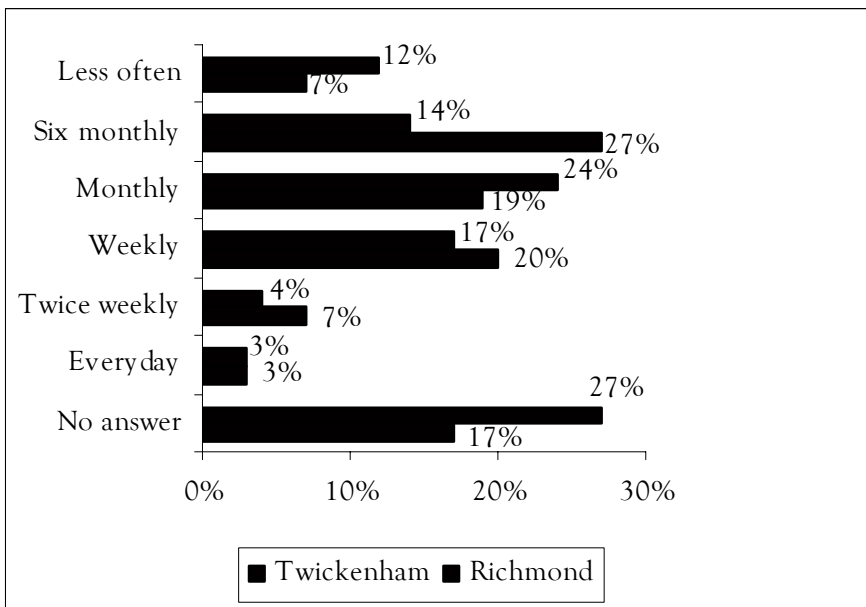
Figure 8. How often do you encounter *littering* that you believe is linked to licensed premises in the town centre?



Base: Twickenham - 171, Richmond - 165

‘Littering’ that respondents believed was linked to the licensed economy was experienced by over 80% in both towns from those who were surveyed. Over a third of respondents (34% Richmond, 39% Twickenham) encounter ‘litter’ on a ‘daily basis’. Almost all the respondents from both towns experience ‘litter’ ‘weekly’, if not more often.

Figure 9. How often do you encounter *criminal damage* that you believe is linked to licensed premises in the town centre?



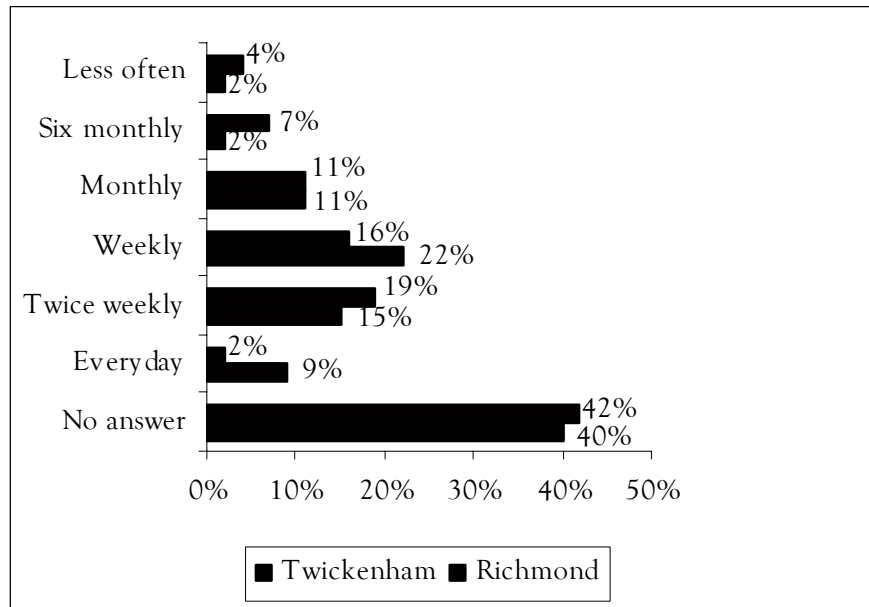
Base: Twickenham - 115, Richmond - 113

‘Criminal damage’ that respondents believed was linked to the licensed economy is experienced more regularly in Richmond than Twickenham, with just under a quarter (24%) of respondents experiencing it ‘monthly’.

aspire

The majority of respondents from Twickenham encounter 'criminal damage' less often, with 27% experiencing it 'every six months'.

Figure 10. How often do you encounter *other behaviour* that you believe is linked to licensed premises in the town centre?



Base: Twickenham - 55, Richmond -57

The majority of respondents experienced 'other' behaviour as often as twice weekly (19% Richmond) and weekly (22% Twickenham). The most cited 'other' behaviours were 'vomiting' and 'graffiti'. However, 23% of those who selected 'other' cited 'multiple' categories of behaviour that they believe are linked to licensed premises:

'Vomiting outside house, domestic violence and arguments, drug taking in the graveyard'

'Vomiting, defecating, underage drinking, spitting, mocking'

'I regularly encounter piles of vomit in the street at weekends, as they are usually found directly outside the licensed premises I assume a link. Particular offenders are the O'Neill's bar, a Mecca for drunken jobs and Edward's, [a] favourite of the chavs'

'Soiled clothing in front garden, fresh blood on doorstep'

'Offensive behaviour, indecent exposure, sexual acts, vomiting, defecating, carrying of weapons'

4.3.3.1 Further analysis of personal experience (crime, disorder, nuisance and/or anti-social behaviour that respondents linked to the licensed economy) against demographics in Richmond⁸

All the respondents (4) who owned, worked in or operated a bar had experienced ALL of the listed behaviours. Respondents living between 50-100 metres from the nearest pub/bar were more likely to experience the behaviours than any other distance of premises from a licensed establishment.

⁸ Please note that due to small frequencies these are indicative only.



This does not suggest a direct link between problems that the respondents believed were linked to the licensed economy and distance from the draft Cumulative Impact Policy zone.

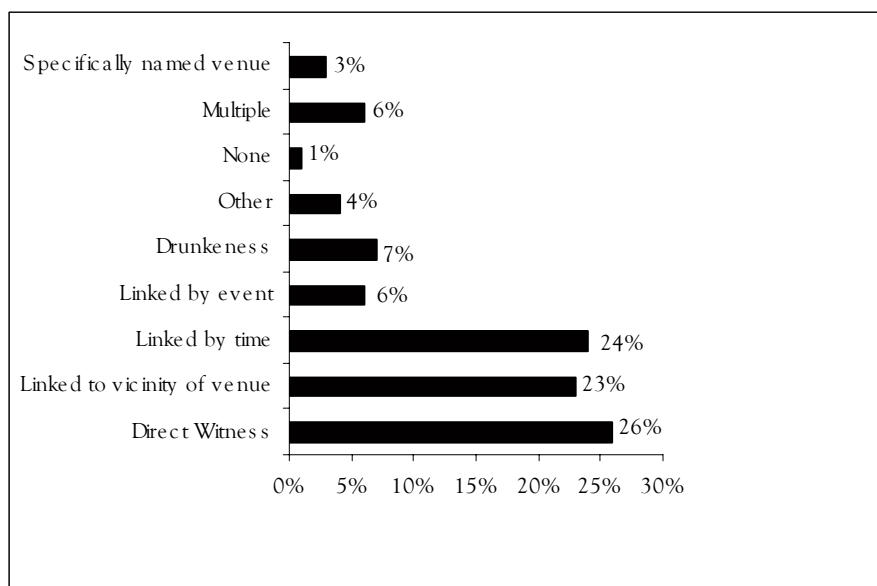
4.3.3.2 Further analysis of personal experience (crime, disorder, nuisance and/or anti-social behaviour that respondents linked to the licensed economy) against demographics in Richmond Twickenham⁹

Respondents aged 45-60 years of age are more likely to experience ALL the listed behaviours than any other age group. All the respondents who experienced 'drunkenness' (as categorised under 'other') were female and all the respondents who experienced 'graffiti' were over the age of 45.

4.3.4 Examples that crime, disorder, nuisance and/or anti-social behaviour is linked to licensed premises in the town centres

In order to clarify that the aforementioned behaviour was linked to the licensed premises in the town centres, the respondents were asked to provide examples. We grouped the respondents' examples under selected 'themed headings'¹⁰, figure 11 illustrates these results.

Figure 11. Coded examples that link crime, disorder, nuisance and/or anti-social behaviour to the licensed premises in the town centres



Base: 350

⁹ Please note that due to small frequencies these are indicative only.

¹⁰ 'Direct witness' are comments given by respondents that specify that they have directly witnessed an occurrence of the behaviours linked to the premises. This also includes quotes where individuals have visibly 'seen' evidence such as broken pint glasses, vomit, blood etc. 'Linked to vicinity of venue' are examples that are given where respondents have witnessed incidents from individuals directly leaving or outside licensed premises. 'Linked by time' are related to examples that are linked to events occurring after pub closing hours. 'Linked by event' are examples where individuals have witnessed aforementioned behaviour after rugby matches, or after other events specifically linked to usage of licensed premises. 'Multiple' are experiences that list more than one of the aforementioned categories. 'Specifically named venue' are experiences that list a specific licensed premises.

aspire

The majority of people (26%) justified that the crime, disorder, nuisance and/or anti-social behaviour was linked to licensed premises because they had 'directly witnessed' it. The following quotes are typical responses.

'Drunken parties, including setting fire on Green and Little Green. Your extra police patrol the area - but not after 10pm when problems increase. Litter is always a problem, as is broken glass etc'

'I see this behaviour from my home and culprits are generally drunk'

'I am a police officer. I get called to pubs and bars all the time. I see the damage these places cause to a community'

'We live right opposite the Eel Pie so see the direct evidence of it and from the Barmy Arms'

'[On observation] they seem to come out from the George at corner of Holly Road, into garden of rest behind Woolworths'

Almost a quarter (23%) of respondents could provide examples 'linked to the vicinity of the venue', for example:

'There is a pub at either end of the street where I live. We are subjected to incoherent bawling from people leaving these pubs late at night and also during the day on match days. Bottles and glasses are left on the steps of houses in our road'

'[The problems - ASB is] immediately outside premises. [The] increase correlates with [the historical] increase [in] bars /pubs, [and the] associated closing times and [particularly] Friday / Saturday business'

'I live opposite The Fox and the noise levels are high every weekend either from fighting and/or patrons leaving. Every weekend the streets are littered with take away food cartons'

'It happens outside and near pubs and is associated with groups of youths hanging around'

A further quarter (24%) of respondents can provide examples 'linked by time'. This predominantly includes witnessing behaviour after closing time:

'After pubs shut at least two to three times a week people who display drunken behaviour i.e. walking in the middle of the road carrying drinks such as lager in cans. Shouting over the [Richmond] bridge regularly occurs.'

'It [ASB, nuisance etc.] is alcohol-related and happens at the time the bars and pubs shut'

'I usually retire about 11pm, soon afterwards at weekends drinkers make their noisy way down from the direction of the Duke's Head going towards Park Lane. From 1am to 3am the drinkers return past my house in group - many of these groups shout and scream ...'

'Episodes tend to occur around and after closing time'

'Because I sometimes have reason to return home late at night and in the weekdays when pubs close at 11pm it is very quiet and pleasant at night, but at weekends I have sometimes seen fights outside pubs open very late, some of them quite violent.'



aspire

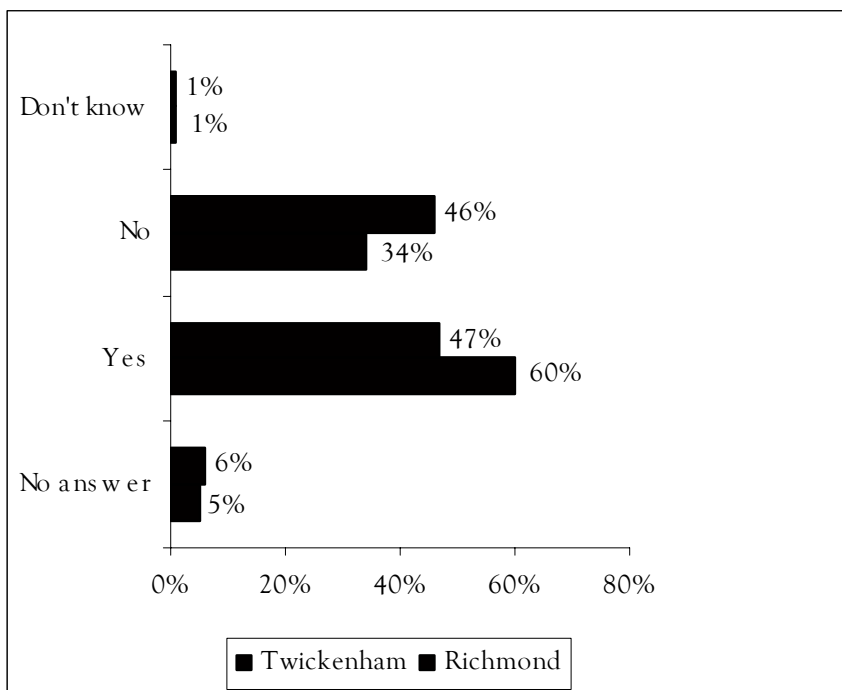
Other examples are themed as attributing behaviour to stereotypical 'drunkenness' and to 'specifically naming a venue'. The licensed premises¹¹ that were linked to the majority of crime, disorder, nuisance and/or anti-social behaviour were:

- The 3 Kings
- The Crown
- Edward's
- The George
- The Hobgoblin (particularly linked with under age drinking)
- The Lot
- Molly Malone's
- O'Neill's
- Paradise Bar
- Piano Lounge
- The Slug & Lettuce
- The White Cross

'The 3 Kings', 'The George' and 'The Hobgoblin' were the most frequently mentioned premises linked to the aforementioned behaviours.

4.3.5 Sleep and crime, disorder, nuisance and /or anti-social behaviour that respondents believe to be related to the licensed economy

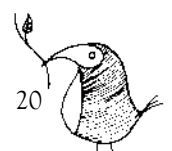
Figure 12. 'Do you regularly have difficulties sleeping as a result of activities that you believe are linked to licensed premises?'¹²



Bases: Twickenham - 186, Richmond - 185

¹¹ There were 20 specific references to named premises.

¹² Please note, we removed businesses from this question.



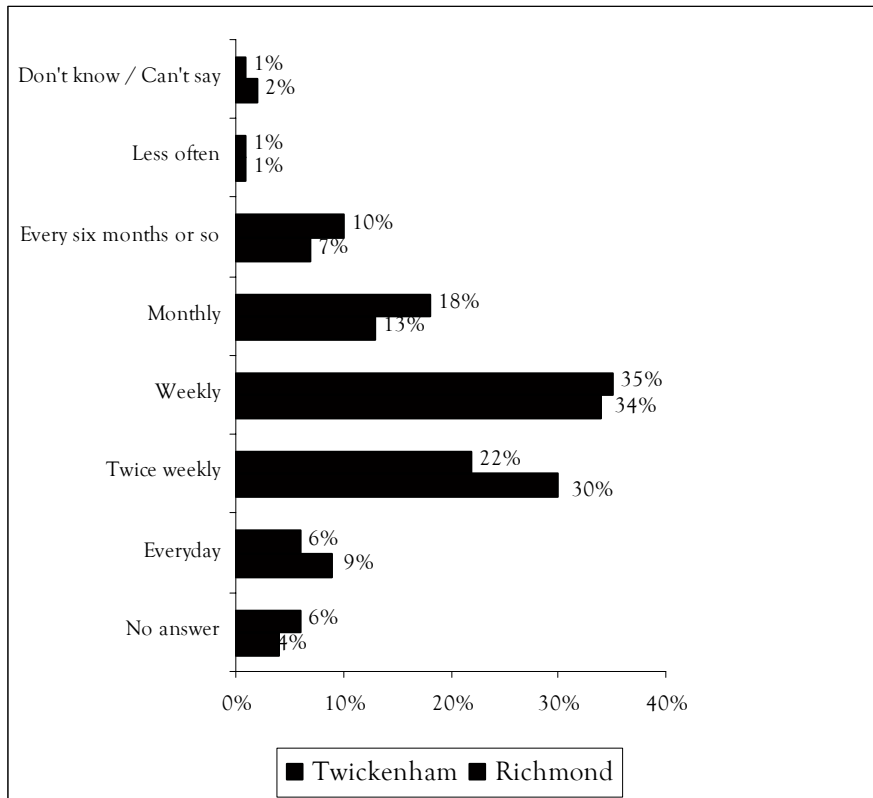
aspire

Because the majority of crime, disorder, nuisance and /or anti-social behaviour occurs at night, we asked respondents whether they regularly had difficulties sleeping as a result of the aforementioned activities; figure 12 illustrates the results.

Respondents from Twickenham are more likely to experience sleeping difficulties on a regular basis than those in Richmond (60% compared to 47%).

Whilst not statistically significant, it was worth noting that respondents from both towns aged 45-60 years of age are more likely (40% Twickenham, 33% Richmond) to have difficulty sleeping than other age groups.

Figure 13. How often are you woken as a result of activities that you believe are linked to licensed premises in Richmond/Twickenham town centre?¹³



Base: Twickenham - 121, Richmond -98

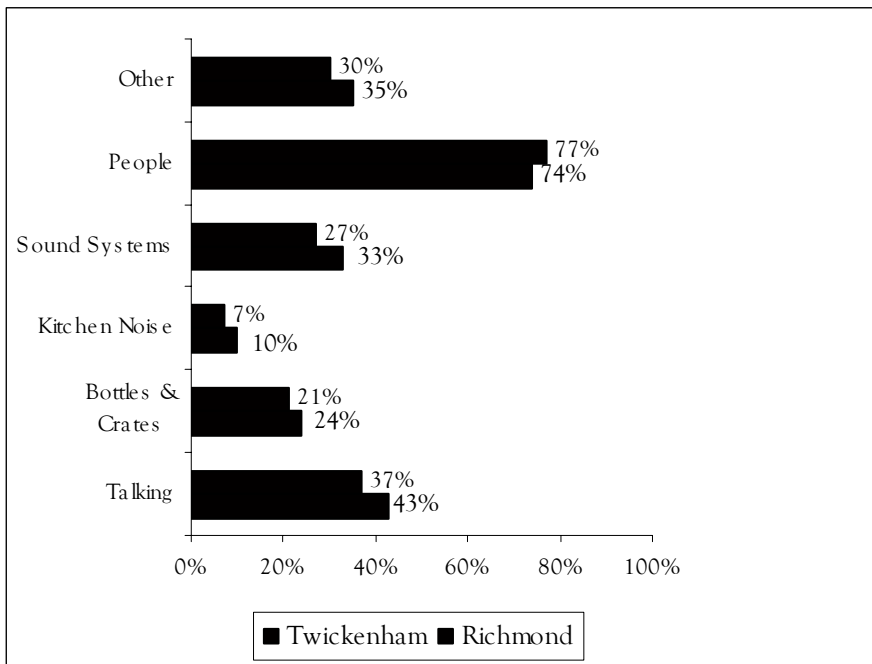
We also asked respondents how often they were awoken as a result of activities that they believe were linked to licensed premises. The figure below illustrates the results of this question.

The majority (64%) of respondents from Twickenham were woken as often as 'weekly (34%) and 'twice weekly' (30%). Although less respondents than Twickenham, over half (57%) of the respondents from Richmond are disturbed on either a 'weekly' or 'twice weekly' basis. Figure 14 illustrates the types of activities that regularly awaken the respondents.

¹³ Please note, we removed businesses from this question.



Figure 14. What activities that you believe are linked to licensed premises in Richmond / Twickenham town centre wake you?¹⁴



Bases: Twickenham - 121, Richmond - 98

Three-quarters of respondents (77% Richmond, 74% Twickenham) who have difficulties sleeping are awoken by ‘disturbance from people by their home or business’.

Over a third (43% Twickenham, 37% Richmond) of respondents are woken by ‘people talking in or immediately outside the licensed premises’. ‘Licensed premises’ music sound systems’ and ‘bottles and crates being moved at premises’ wake almost a quarter of respondents in both towns.

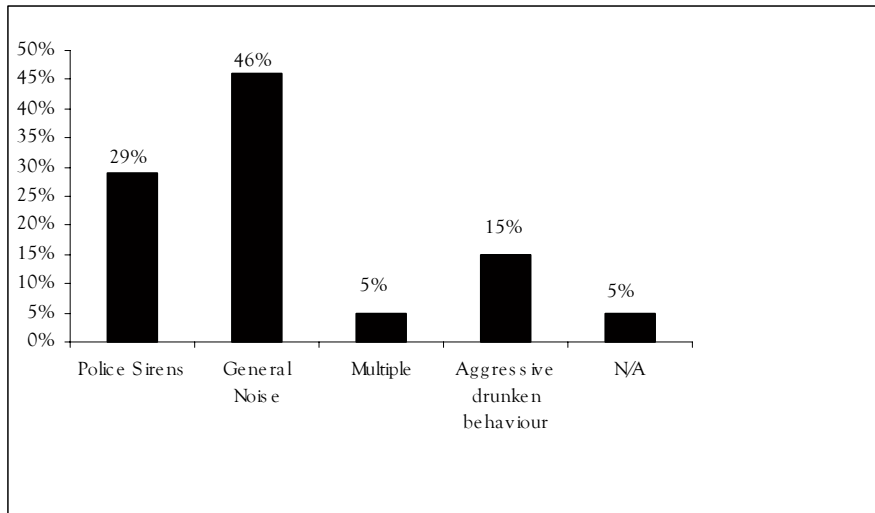
While the number of people answering is too small to be statistically significant it is worth noting at the indicative level that the majority of Twickenham respondents (83%) who are woken ‘weekly’ or more often, live less than 20 metres from the nearest pub /bar.

‘Other’ activities (see figure 15) that wake those who have difficulties sleeping include; ‘police sirens’; ‘general noise’ and ‘aggressive drunken behaviour’.

¹⁴ Please note, we removed businesses from this question

aspire

Figure 15. 'Other' activities that respondents believe are linked to licensed premises in Richmond / Twickenham town centre that wake respondents



Base: 41

Almost half (46%) of the relatively small number of respondents who selected 'other', were woken by 'general noise'. Examples of 'general noise' include traffic, music and shouting:

'Heavy traffic out of multi-storey car park late in evening'

'People slamming car doors, revving their engines'

'People returning to their cars being driven around corners noisily'

'Aggressive drunken behaviour' includes comments based on fighting:

'Fights in the churchyard often from drunkenness en-route from premises by the river or the Petersham road direction to the station. The night club causes later disturbances than the pub'

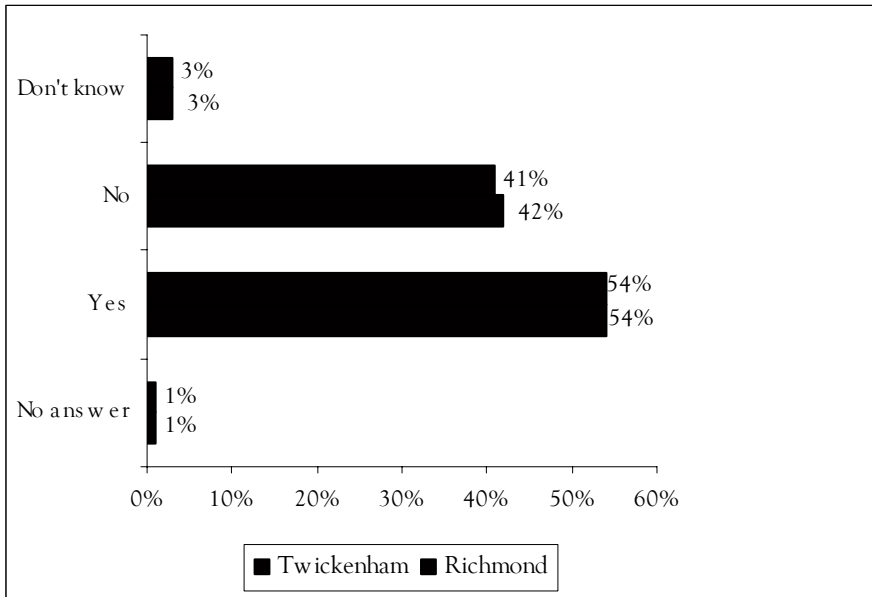
'People fighting outside [my house]. I don't mind the noise so much - I bought a place in central Twickenham so expected it. It is just the anti-social behaviour and atmosphere of the town which is not so good'

4.3.6 Deterrent from using the facilities of the town centres due to fear and/or experience of crime etc.

After asking respondents to list their experiences of crime, disorder, nuisance and/or anti-social behaviour and how it affected their sleep, we also asked them to consider whether it deterred them from using the facilities the towns had to offer at night. Figure 16 illustrates the results.



Figure 16. Are you deterred from using the facilities at night in Richmond/Twickenham town centre due to the fear and/or experience of crime, disorder, nuisance or anti-social behaviour?



Bases: Twickenham - 238, Richmond - 237

Over half of the respondents from both towns are deterred from using the facilities at night. We grouped the reasons and the main explanations were; ‘due to groups’; ‘feelings of intimidation’; ‘due to the drunkenness of others’; ‘general unpleasant environment’ and multiple combinations of the aforementioned themes.

‘I do not like walking home through the town at night because of the noisy gangs’

‘Twickenham centre has become a no-go area due to the constant level of abuse, threat and violence which we have been victim of, with no police assistance despite regular calls on a few directly threatening occasions.’

‘On the rare occasions that I visit the town centre there's been shouting amongst gangs of young men, littering (including vomit), often on a Sunday morning the pavements are blood and vomit strewn’

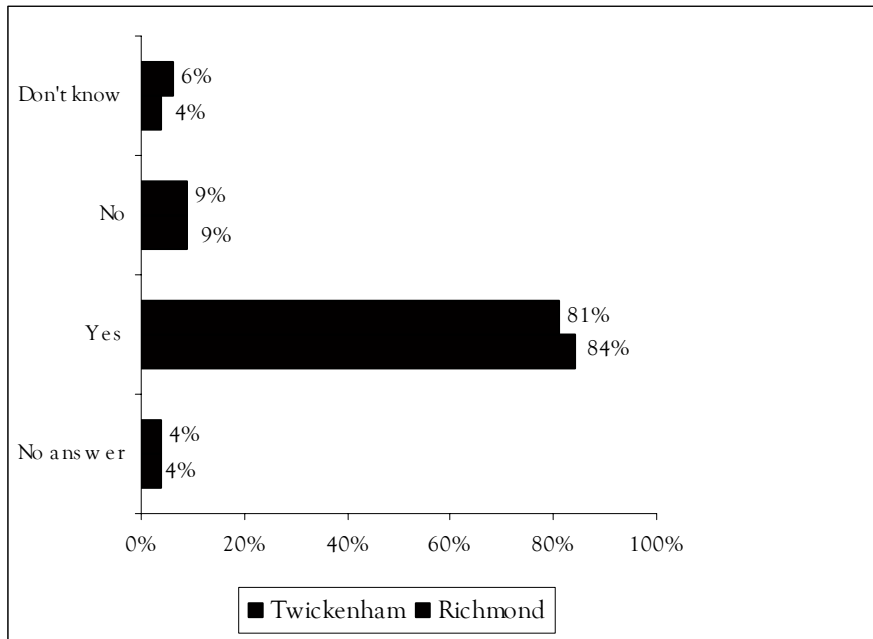
‘But [the] environment can be unpleasant e.g. having to pass people urinating in the street’

4.3.7 Cumulative Impact Policy

This section considers respondents’ views on the proposed Cumulative Impact Policy (CIP) having given them the opportunity to examine the ‘Draft Cumulative Impact Policy’ proposed by the Council and the suggested applicable areas of each town.

Figure 17 provides the results of how many respondents felt that there should be a Cumulative Impact Policy.

Figure 17. Do you think there should there be a Cumulative Impact Policy?



Bases: Twickenham - 238, Richmond - 237

A large majority (over 80% in each town) respondents think there *should* be a Cumulative Impact Policy. We asked everyone to explain their reasons for their decision and as before, we grouped the responses under themed headings. The reasons people gave included: 'to control crime and disorder'; 'to protect the quality of the environment'; 'to protect the quality of life for residents'; 'for public safety'; 'to control under age drinking'; 'to limit the expansion of licensed premises'; 'to curb drunkenness'; so that 'pubs take responsibility for their impact' and because: 'rugby matches encourage binge drinking'; there are 'already sufficient pubs/bars'; the 'impact requires controlling and monitoring'; the 'town centre is too crowded already' and 'proof is needed that more pubs are needed'.

'I agree with the special cumulative impact statement. I do not wish to see current problems worsen and I believe the cumulative impact policy is sensible and should be adopted.'

'There are already too many bars in George Street /Quadrant area and they all attract a large influx of visitors from other boroughs. This is particularly true of the pubs and restaurants on the river during the summer period'

'I believe a CIP in Richmond is vital to retain a safe residential atmosphere [and] to encourage local people to go out in the evening and not to just attract notable quantities of young people from all the neighbouring areas - as far away as Uxbridge'

The majority (81% Richmond, 84% Twickenham) of respondents who agreed a CIP was required had regularly encountered crime, disorder, nuisance and/or anti-social behaviour. Overall, 62% of respondents from both towns who agree that there should be a CIP are currently deterred from using the facilities in the town centres at night.

The respondents (9%) who felt that there should NOT be a Cumulative Impact Policy, did so because they felt that: 'the problem could be solved by policing'; 'it was not a problem yet'; the 'CIP was not warranted by evidence' and that it 'should be left to market forces'.

'Stricter policing of streets and immediate arrest of drunk and disorderly would sort'



aspire

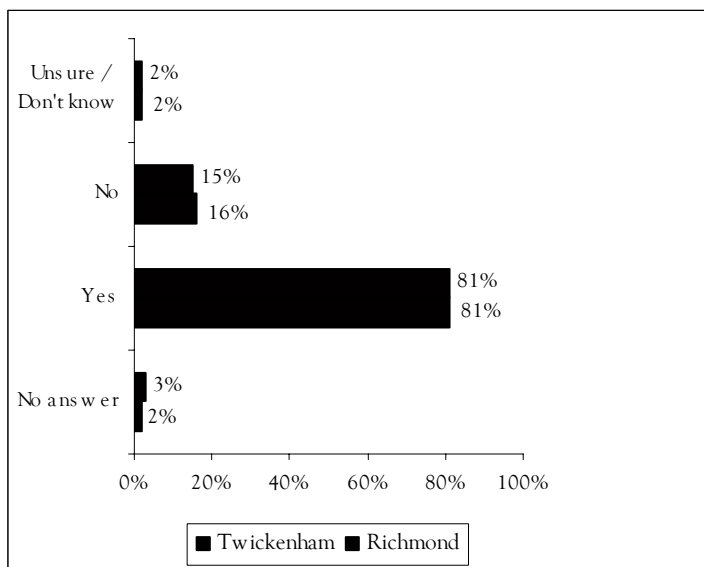
'Such policies are only justified if there is a demonstrable need based on hard evidence. There appears to be little or no evidence of a serious enough problem that would warrant this policy.'

'The elimination of 'happy hour' has done a lot to reduce the nuisance. Let market forces now decide which premises survive'

The few respondents that 'did not know' whether there should be a Cumulative Impact Policy or not felt that the situation as 'currently adequately controlled', that 'pubs/restaurants are economically important' and that there were 'unnecessary restrictions'.

4.3.8 Defining 'public house or bar' within a CIP

Figure 18. Do you agree with the definition of 'public house or bar'? ('Public house or bar' is defined as 'any premises where the primary activity is the consumption of alcohol, excluding restaurants').



Bases: Twickenham - 204, Richmond - 195

A public house or bar is currently defined in the draft CIP as 'any premises where the primary activity is the consumption of alcohol, excluding restaurants'. For this question, we only asked respondents *who said there should be a CIP* whether they agreed with this definition and the results are illustrated in figure 18.

The majority (81%) of respondents agree with the current definition of 'public house or bar'.

Those that do not agree believe the following should be part of the definition: 'include restaurants /other food outlets'; 'exclude wine bars'; 'include nightclubs' and 'include any premises where alcohol is sold'.

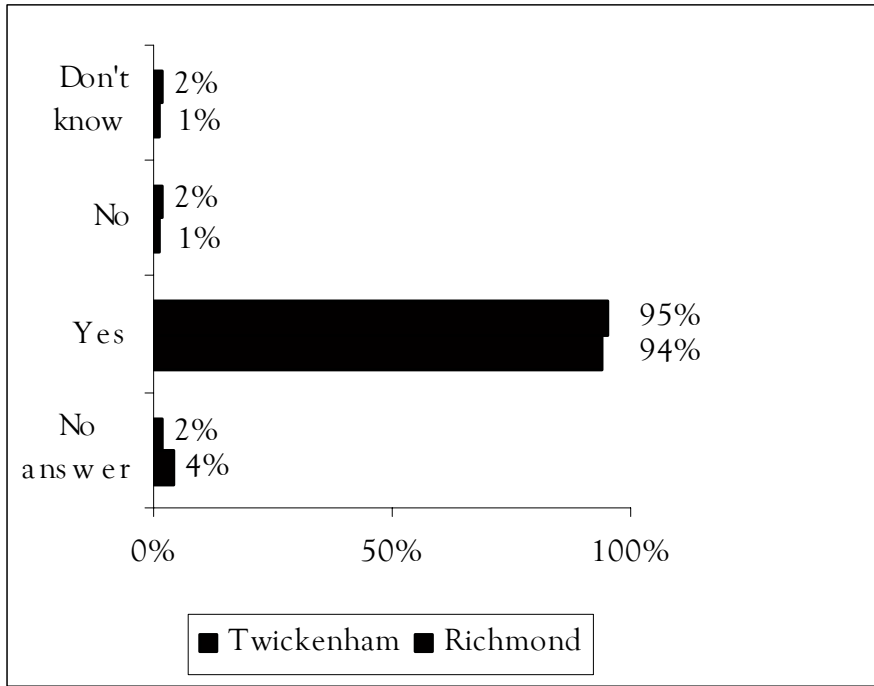
'I think some 'pubs' will try and ensure their restaurant facility is 'pumped up' ... to escape the clause.'

'All establishments which are licensed to sell alcohol.' Scope of CIP must include shops like Supermarket X which sell alcohol to teenagers etc.'

4.3.9 Application of the CIP

In order to gauge the extent of any CIP's application to different types of premises, respondents were asked whether it should apply to 'public houses or bars'; figure 19 illustrates the results.

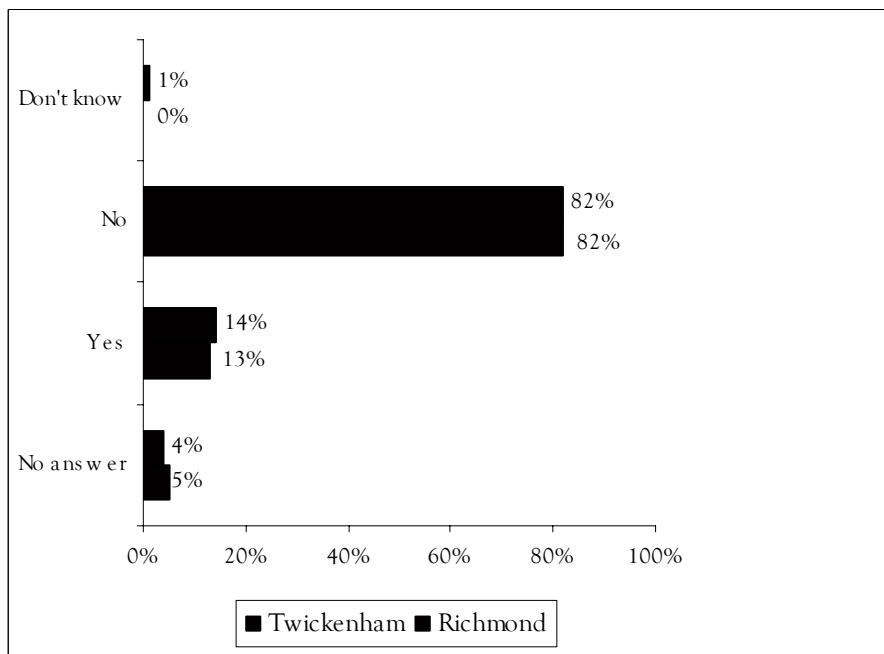
Figure 19. Do you think that the CIP should apply to 'public houses or bars'?



Bases: Twickenham - 207, Richmond - 202

The notable majority of respondents (95% Richmond, 94% Twickenham) who said that there should be a CIP, think that the CIP should (at the very least) apply to 'public houses or bars'.

Figure 20. Do you think the CIP should only apply to 'public houses or bars' and no other premises (e.g. restaurants, nightclubs etc.)?

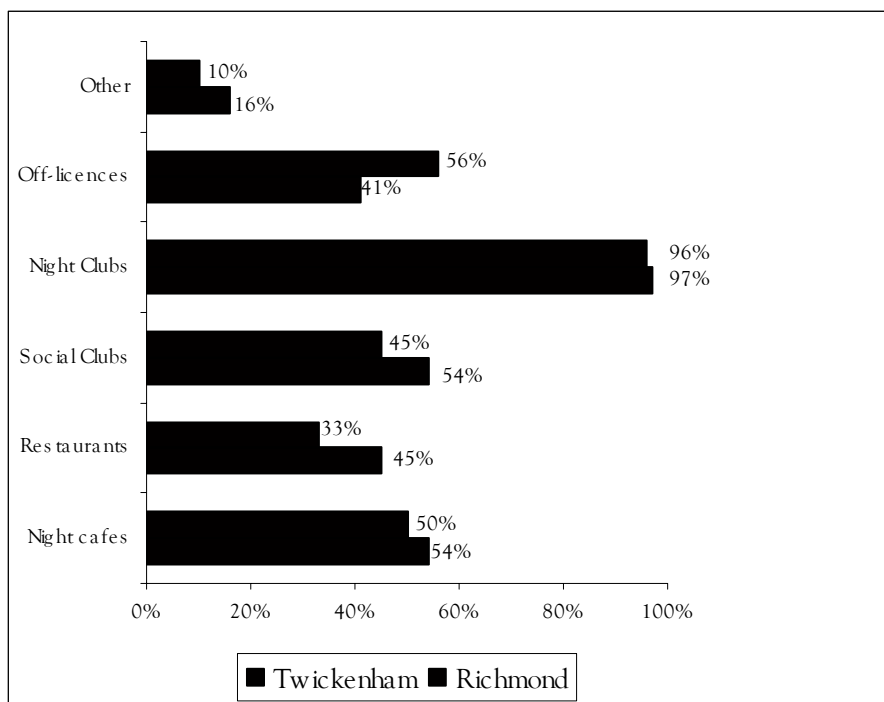


Bases: Twickenham - 204, Richmond - 195

We asked those who said that there should be a CIP. AND who said it should apply to 'public houses or bars', if the CIP should only apply to 'public houses or bars'. As figure 20 illustrates, the majority (82% of both towns) do NOT think it should only apply to 'public houses or bars'.



Figure 21. Other premise types that the any CIP should apply to



Bases: Twickenham - 180, Richmond - 173

Figure 21 illustrates which other premises respondents felt that any CIP should also relate to. Almost all (96% Richmond, 97% Twickenham) the respondents felt the CIP should apply to ‘night clubs’. All those that owned, worked in or operated a bar in Twickenham felt the CIP should apply to night clubs. Half (50% Richmond, 54% Twickenham) felt it should apply to ‘night cafes’. Over half the respondents in Richmond (56%) felt any CIP should also relate to ‘off licences’ (this was 41% in Twickenham).

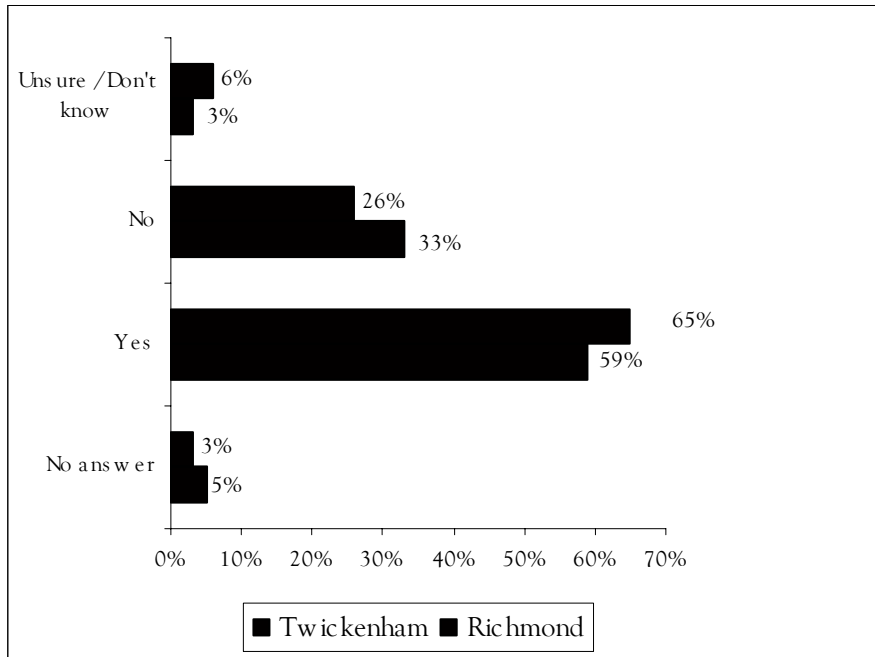
The majority (60%) of respondents from Richmond who felt that the CIP should only apply to ‘public houses or bars’ lived more than 50 metres from the nearest pub/bar.

4.3.10 CIP suggested boundaries

In order to apply the CIP we asked the respondents (who said there should be a CIP) to refer to the proposed boundary areas on an accompanying map¹⁵ and whether they agreed with them. Figure 22 illustrates the respondents’ views on the proposed boundary areas for any CIP.

¹⁵ See Appendices 2 and in the supplementary Appendices document for examples of the maps.
Independently and Objectively Assessing the Need for A Cumulative Impact Policy for Richmond and Twickenham

Figure 22. Do you agree with the boundaries for Richmond/Twickenham?



Bases: Twickenham - 207, Richmond - 202

The majority of respondents from both towns agree with proposed boundary areas of shown on the draft CIP map. However a notable minority did not. Those that did NOT agree with the proposed boundaries where asked to explain their decision. The decisions were grouped under themed headings, these included: ‘include the riverside’; ‘should extend the boundaries’; ‘should extend – across specific locations’; ‘should extend – across specific pubs’; ‘should extend – across specific streets’; ‘should be reduced’ and a few individuals felt the map was too unclear to be able to comment.

‘Should include Red Lion Street/Paradise Road and Richmond Riverfront from Richmond Bridge to Petersham Meadows’

‘Include Barmy Arms, Albany, Clubhouse and Anchor...’¹⁶

‘Generally I think it is very well defined, but I would like to make one small expansion by including Red Lion Street as well’¹⁷

Whilst it is not statistically significant, it is worth noting that threequarters (75%) of the respondents from Twickenham who disagree with the proposed boundaries, regularly have difficulty sleeping as a result of activities they believe are linked to licensed premises.

4.3.11 Additional Commentary

The respondents were given an opportunity to provide additional final comments surrounding the issues covered in the survey. We grouped these under headings and the following were noted: ‘significant issues with rugby crowds and youths’; ‘the facilities and appearance of the areas need improving’; ‘transport issues’; ‘law and order issues’; ‘problems caused by alcohol and its sale’; ‘that licenses should be held responsible’; ‘that pubs are not the only cause of trouble’; ‘objections to

¹⁶ Several respondents stated that The Albany and Barmy Arms should be included.

¹⁷ Several respondents included Red Lion Street and the Green was also mentioned frequently.
Independently and Objectively Assessing the Need for A Cumulative Impact Policy for Richmond and Twickenham



part or all of the policy'; 'that the policy should be considered on a case-by-case basis'; 'that respondents were glad something was being done to address the issues' and commentary or complaints about the survey and its contents.¹⁸

4.4 Summary

- The most regularly encountered crime, disorder, nuisance and /or anti-social behaviour is 'excess noise' and 'littering'. However, all the listed behaviours have been personally experienced by the majority of respondents. These experiences tend to occur on a weekly or monthly basis and they are exacerbated by the occurrence of rugby matches.
- The notable majority of respondents experience difficulty sleeping and the main reasons are due to disturbance and noise of individuals after closing time of licensed premises.
- Over half the respondents in both Richmond and Twickenham are deterred from using the facilities at night in the town centres due to their experience and /or fear of crime, disorder, nuisance and /or anti-social behaviour. This is ultimately due to the unpleasantness of the environment and the intimidation they feel due to the drunken behaviour of individuals, particularly large groups.
- The notable majority, over 80%, of respondents think there *should* be a CIP policy and agree with the definition currently attributed to 'public house or bar'. Those that disagree with the definition feel it should be extended to include 'all premises that serve alcohol'; this is particularly because they feel that should the definition exclude restaurants, that bars who serve food will be able to bypass the policy.
- The majority of people (over 80%) think that the CIP should apply *beyond* 'public houses and bars'. Nightclubs and night cafes were the most selected other licensed premises that respondents felt the CIP should also apply to.
- The majority agreed with the proposed boundaries for the CIP area. Respondents that did not agree mainly wanted extensions to the current boundaries. The most frequently cited extensions included - the 'riverside' (both R&T), 'Red Lion Street', the 'Green', 'the Albany', and the 'Barmy Arms'.

¹⁸ A full list of additional comments has been made available in the Appendices document.
Independently and Objectively Assessing the Need for A Cumulative Impact Policy for Richmond and Twickenham

5 OBSERVATIONAL STUDY

5.1 Introduction

The council had clearly identified that they had a thorough statistical picture of what took place in terms of reported incidents of crime and disorder and crime statistics and that they also had other data on the licensed (and specifically the evening) economy in Richmond and Twickenham. These included:

- recorded crime and disorder (i.e. those incidents reported to *and recorded* by the police),
- environment health statistics on noise, smells etc. (reported to the council's environmental health team),
- CCTV incident footage (from the borough's CCTV control room), and
- as well as historic data on liquor licence applications to local magistrates and public entertainment licence applications to London Borough Richmond upon Thames (and the supporting data that could be accessed with regard to these).

However, what had been identified was that there was no accurate record of the level of what the council terms 'low level' nuisance and antisocial behaviour, i.e. that which is often not reported to the police or recorded by the police. The council had received representation from some members of the central Richmond and Twickenham community that there were issues with ASB, crime etc. linked to the licensed economy and to alcohol-related disorder, but it was not possible for them to quantify or catalogue this in any meaningful way, due to the lack of experience and resources.

We therefore created the following methodology and undertook the research plan, the results of which are in the 5.3 Findings section.

5.2 Methodology

5.2.1 Interviewers

The interviewers were recruited from social science courses at the University of Kingston, such as sociology, economics, business etc. A short but formal recruitment process was undertaken and of the approximately 30 application forms received, 22 were chosen for interview on the basis of their skills and ability to convince Erskine that they would be reliable and capable of carrying out the work accurately. Of those that were interviewed, 17 were offered work.

They were interviewed by Alistair Turnham from Erskine, who has employed and trained many field interviewers and research assistants over the past ten years.

The observers received full training on research methods, research ethics, the Observation Research Tool (see below¹⁹) as well as a site visit round Richmond and safety and communication protocols.

All interviewers turned up for *all* sessions and were supported throughout. The quality of work was checked each night and was found to be accurate and thorough.

¹⁹ See also Appendix 6 in the supplementary Appendices document for full details.
Independently and Objectively Assessing the Need for A Cumulative Impact Policy for Richmond and Twickenham



erskine

The observers rotated between each position to avoid fatigue and to maintain interest and therefore concentration and quality of work. Security was provided based on Erskine's experience of evening economy work. Local security also helped inform methodological robustness and the most effective siting of observers.

This is a key point: the observers observed for 50 minutes, for example, 20:00hrs to 20:50hrs and then they rotated in the next ten minutes, allowing a short break when moving between sites. Therefore, the number of hours that the observation results apply to are a little lower than on first glance. For example, on a Sunday night (when observers worked from 8:00pm to 1:00am) this 5 hour or 300 minute period featured 250 minutes of observation. Therefore, when analysing the number of incidents by the number of hours, we take 5/6th of the total.

To ensure that the study was undertaken at a 'typical' time, it was not performed in the summer, which the in-depth interviews with key local figures such as town centre managers, police and licensees' representatives all said really does make a difference to (i.e. increases) in ASB, alcohol-related crime etc., particularly in Richmond. It was also undertaken on a non-rugby week.

The days and hours covered were as follows:

- Sunday 24th 8:00pm to 1:00am
- Thursday 28th 8:00pm to 2:00am
- Friday 29th 8:00pm to 3:00am
- Saturday 30th 8:00pm to 3:00am

The observers were in the following locations and adopted the position with the most unobstructed views such as bus stops

Town	No	Location	Details
Richmond	1	Kew Road	Half way along outside the antiques shop, looking to restaurants (left) and Molly Malone's etc. (right)
Richmond	2	Station 1	Looking right towards The Orange Tree
Richmond	3	Station 2	Looking left towards Edwards and O'Neill's
Richmond	4	Quadrant	Looking left towards Dickins and Jones and right back towards the station
Richmond	5	Odeon	Looking left towards Hill Rise, straight towards Bridge Street and right towards All Bar One
Richmond	6	Riverside	On the river outside Henry's - looking left towards White Cross and right to Pitcher and Piano
Twickenham	1	King Street	Opposite The George looking towards right to Riley's snooker hall and left towards Water Lane
Twickenham	2	Water Lane	Outside McDonald's in small public space looking down Water land and up London Road
Twickenham	3	York Street	Hook Line and Sinker looking left towards Up and Under and right towards Smollensky's
Twickenham	4	Railway Approach	Opposite The Cabbage Patch looking left towards the Station and right towards Lloyds'

The methodology is based on the best practice available in the field of social sciences called 'ethnography' and in this case the branch of ethnography called observation. As previously noted, an Observation Research Tool was devised to record the observational data.

We recorded all types of behaviour and activity that might be considered 'anti-social', 'criminal' or 'nuisance' by residents, businesses, visitors etc.' It was divided into the following categories:

Independently and Objectively Assessing the Need for A Cumulative Impact Policy for Richmond and Twickenham

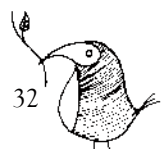


Figure 23. Observational Research Tool – categories of behaviour

Category	Types of behaviour
Criminal damage	Vandalism, graffiti, smashing windows, damaging cars / car mirrors etc.
Defecation	
Fighting	Scuffling. This may be 'within groups', 'with other socialisers', 'with door supervisors', 'with police' etc.
Intimidation	Verbal / physical of other citizens, door supervisors, police etc.
Lewdness	Exposure of sexual areas, sexually provocative behaviour, intimate sexual contact etc.
Littering	Bottles smashing, late night food cartons, paper, spitting of chewing gum etc.
Premises noise	Noise from sound systems, air conditioning units, empty bottles etc.
Rowdiness	Shouting, singing, hollering etc.
Urination	
Vomiting	
Other	Kicking bottles, unlicensed taxis,

However, not all incidents recorded have been included in our presentation of the results. For example, while we have recorded direct incidents of noise pollution from venues, as this may be useful in further studies; this is not something which can be dealt with by a cumulative impact policy. Rather, this is something which should be dealt with directly with the premises under the relevant existing legislation.

Likewise while spitting and chewing gum are often considered unacceptable by many members of society, this cannot be directly related to the licensed economy in our opinion. Also, noise from very high power car stereos has been recorded but not included in the results as we believe to link this directly to the licensed economy would be outside a fair interpretation of the legislation and its guidance.

It was felt that unlicensed taxis *were* a result of the evening economy. A key element in deciding on adopting a CIP is, put simply, that can the area under consideration cope with the volume of people its licensed economy attracts. Clearly, unlicensed taxis are attracted by the number of people at these peak times – it is the number of people using the town centre for entertainment brings these unlicensed taxis in.

In terms of the point where a call or raised voice becomes a shout / holler / scream could seem an arbitrary one and to a certain extent this is true. However, when out in the field, the discernment the fieldworkers develops very quickly, and as field supervisor Alistair Turnham gauged at what level they were noting this information down and this quickly became very consistent.

We considered any incident perpetrated by the same individual or individuals as separate in the different locations. This was because a group shouting at one end of Richmond will cause a completely different set of residents' problems to the residents that they will be annoying if they are still shouting when they get to the other end of Richmond.

Street drinking has been included, because while it is possible that this alcohol has been brought in from home (though there is still a high possibility that this has been bought in local retailers – field researchers witnessed this behaviour at several off licences and supermarkets within the two town centres), it is an activity that can, fairly we believe, be directly linked to alcohol, licensing and public space.



5.2.2 Context

The research *cannot* cover all behaviour within the town centre. Regardless of resources, this could not be achieved. Therefore the field research gives a ‘picture’ of what takes place rather than an all-seeing flawless account. However, this type of project has been undertaken by one other authority we know of (London Borough of Camden) in England or Wales and it is well respected by academics and specialists within our field of expertise.

5.2.3 Pedestrian counts

In addition to the observational work, pedestrian counts were undertaken. This was done to ensure that we could gain some perspective on the volumes of people using each space being surveyed so that we could make fair judgments about the quantity of incidents relevant to the volume of users. We followed a tried and tested method (that used by Transport for London) of counting on both sides of the street on the main entry points into the town centres, e.g. for Richmond, the bridge, the start of the Kew Road, Hill Rise etc. They were all undertaken at the same time periods, between 40 minutes past the hour and 50 minutes past each hour.

However, as useful as they are in giving us an idea of the ‘busy-ness’ of a particular place, they are not an indicator of the total volume of town centre users in total for two reasons. Firstly, they do not take account of people entering or leaving by smaller entrances. Secondly, they also do not give a measurable number of ‘unique’ people because some people who move around the town will cross the same counter twice and ease. However, they are more than accurate enough for our purposes.

5.3 Findings

Below are the total counts of recordable activity for all four days across all hourly (i.e. 50 minute) sessions.

Figure 24. All behaviour (excepting non-CI issues such as premises noise, car stereos etc.)

Behaviour type	Richmond	Twickenham	Total incidents
Criminal	3	6	9
Defecation	0	0	0
Fighting	9	19	28
Intimidation	5	8	13
Lewdness	0	4	4
Littering	43	63	106
Rowdiness	287	211	498
Urination	39	31	70
Vomiting	5	1	6
Other	107	86	193
Total	498	429	927
Pedestrian count	11,422	5,221	16,643

As can be seen from the figure above, it is evident that the number of incidents is relatively similar, with observers noting more ‘aggressive’ or sexual type behaviour (e.g. lewdness, criminal damage, intimidation and fighting) in Twickenham, while there was more of the less aggressive, but ‘environmental grime’ type behaviour (such as urination and vomiting) as well as rowdy behaviour in Richmond.

aspire

The majority of 'other' behaviour in Richmond and Twickenham – which were of similar volumes – centred around street drinking and accompanying drunkenness and drunken behaviour – i.e. falling into the road, stopping traffic. The trade of unlicensed taxis was also a frequent occurrence.

Street drinking is an extremely frequent event in the two boroughs.²⁰ It is also worth bearing in mind that while Richmond has a number of open spaces, e.g. The Green, Little Green, the River, observers did not count street drinking in these places where it was clearly contained – only 'people drinking on the move' between venues, to and from the station etc. were counted.

It is worth noting that there are a similar number of incidents for Twickenham and Richmond, which given that there are considerably more licensed premises (though not so many late licensed ones) in Richmond, this observation may be of relevance to the council.

A further point to note from figure 25 are the volumes of foot traffic. There were two further observers in Richmond than Twickenham, and although these are likely to mean figures are higher in Richmond it wouldn't be unreasonable to say that at a general level, there are more incidents in Twickenham per person counted.

Figure 25. Overall results of behaviours and pedestrian counts across all four observation sessions by location

Behaviour	Richmond						Twickenham			
	Kew Rd	Stn 1	Stn 2	Quad	Odeon	River	King St	Water Ln	York St	Rail Apr
Lewdness	0	0	0	0	0	0	1	1	0	2
Criminal	0	0	0	0	0	3	2	2	1	1
Intimidation	0	1	2	0	2	0	1	4	1	2
Fighting	0	5	1	0	3	0	8	5	4	2
Rowdiness	4	68	53	68	56	38	60	60	38	53
Littering	1	12	6	1	3	20	13	19	19	12
Defecation	0	0	0	0	0	0	0	0	0	0
Vomiting	0	1	2	1	1	0	0	0	0	1
Urination	2	10	9	7	12	8	8	13	1	9
Other	0	22	28	16	0	29	15	19	17	35
Total	7	119	101	93	77	98	108	123	81	117
<i>Pedestrian</i>	<i>439</i>	<i>2341</i>	<i>3026</i>	<i>2506</i>	<i>2164</i>	<i>946</i>	<i>1374</i>	<i>1542</i>	<i>1093</i>	<i>1212</i>

It is evident from figure 25 that some locations experience considerably more low-level nuisance, anti-social behavioural and crime than others. In real terms, in Richmond the station (looking towards The Orange Tree) has most activity, followed by The Station (looking towards O'Neill's). The area with the least activity, by far, is Kew Road.

When we consider pedestrian volumes, while Kew Road has considerably less people travelling along it than any of the other areas, it still has a low ratio of incidents to pedestrian count, indicating (what was confirmed in the observer debrief) that this was the quietest part of Richmond Town Centre.

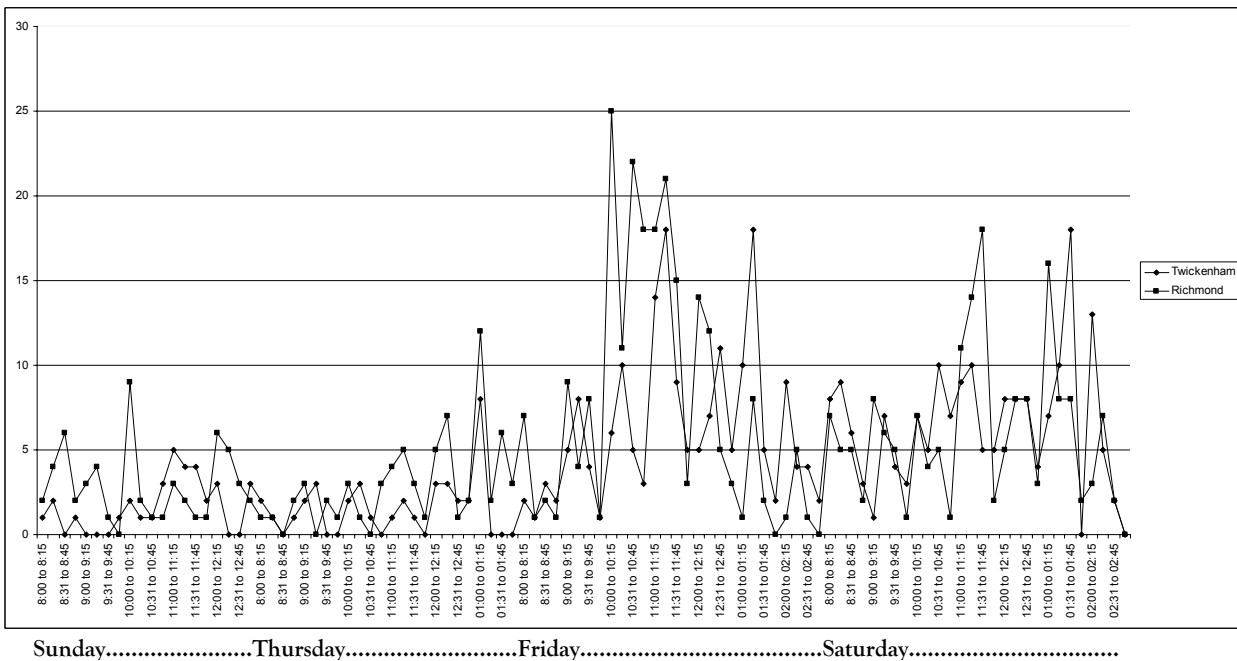
In Twickenham the main area for activity was near Water Lane – where the viewing point was most wide-ranging, taking in Water Lane itself as well as a part of King Street Parade and York Street. There are also two 'fast food' late evening venues here, which were, according to the

²⁰ The vast majority of street drinking that was observed was *not* predominantly from what are commonly known as 'street drinkers', but was mainly from 13 or 14 year olds through to mid to late-30 year olds, according to the common consensus of the observers in the debrief.



observer debrief, a focal point for the activities being recorded. All the areas of Twickenham were relatively consistent in the number and type of activities that were recorded.

Figure 26. Behaviour totals in fifteen minute segments across all observation sessions starting Sunday, through Thursday and Friday and ending on Saturday. Shown between Richmond and Twickenham



The chart highlights that Sunday (from 8:00pm on left of diagram through to 12:45am) is the quietest day of the week studied, with little variation activity at any time of the evening. Activity ranged from 0 to 8 incidents per 15 minute measurement session (remember that activity will naturally drop between 46 minutes past and 50 minutes when there is only four minutes of recording rather than a full 15 in the other parts of the hour).

There is little variation between Richmond and Twickenham in this session, except for, unusually, some peaks earlier in the evening when Richmond is higher than Twickenham. This may be attributable to the number of intoxicated individuals returning to the Station to travel home - a phenomenon noted by the field observers in their debrief.

On Thursday (which is the following set of peaks between 8:00pm and 01:45am we see little variation from Sunday, except towards the end of the night, when activity increases in Richmond and Twickenham appears to drop off.

Friday night is when the real changes appear (again starting with the third 8:00pm and continuing to 02:45am). The main peak here is in Richmond at 10:00pm to 10:15pm when across the six observation points 25 incidents are recorded in the 15 minute period. Both Richmond and Twickenham have their highest level of incidents between 10:00pm and 11:30pm on a Friday. Then the number of incidents falls rapidly off in both locations, between this time and 12:45am. At 12:45am / 1:00am, the number of incidents rises rapidly in both locations, with Twickenham the location of the most incidents. Incidents drop down in both locations as 3:00am approaches.

The final day - Saturday (which starts at the fourth 8:00pm and like Friday, continues observation through to 02:45am, again has a relatively large number of incidents, However, there are not quite as many as on Friday and they are spread more evenly across the evening, with smaller peaks at the 10:30-11:00pm and 12:45am-1:15am points. Interestingly, of the later incident peak, this is particularly pronounced in Twickenham.

5.4 Summary

- “ Richmond experiences the most ‘environmental grime’ type issues such vomiting and public urination, as well as ‘rowdiness’ while Twickenham experiences more aggressive behaviours such as fighting as well as more ‘lewdness’.
- “ The Station in Richmond is the focal point for ASB, criminal behaviour and nuisance in Richmond, while it is the corner of Water Lane where the main roads intersect in Twickenham.
- “ The nights with most activity are Friday followed by Saturday and the nights with the least are Sunday followed by Thursday.

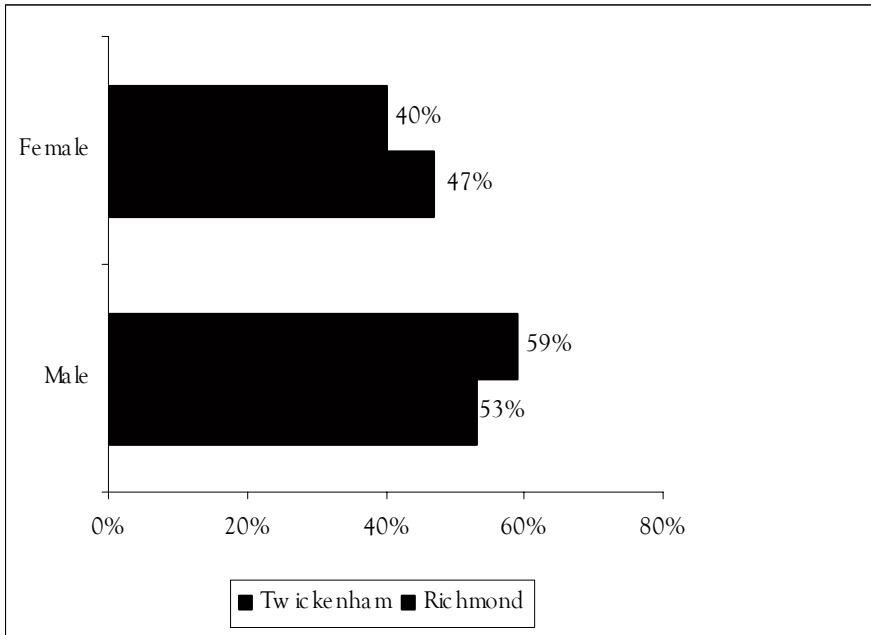


6 ANNEXES

6.1 Demographic details of the sample

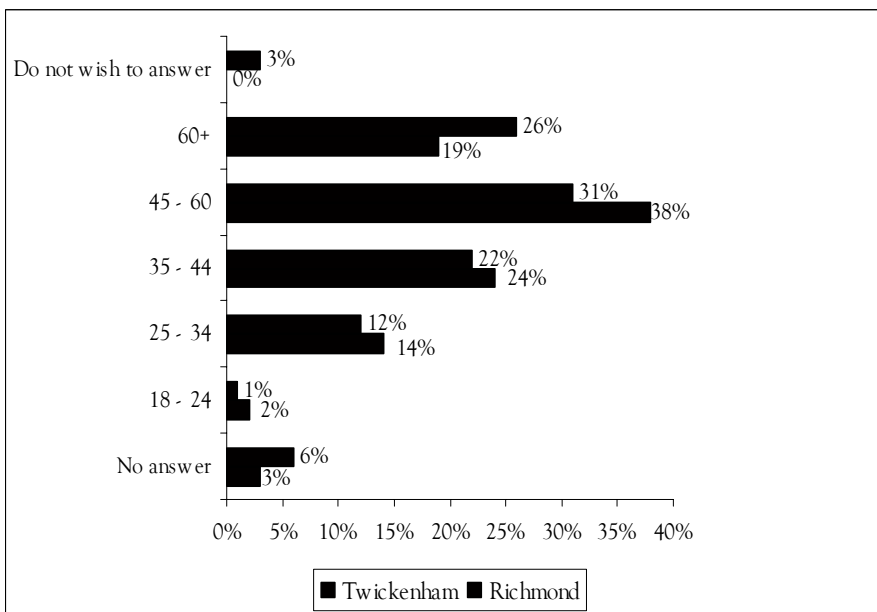
The following tables illustrate the demographic results of the two towns. There were 238 respondents from Twickenham and 237 respondents from Richmond.

Figure 27. Gender of respondents to the postal survey



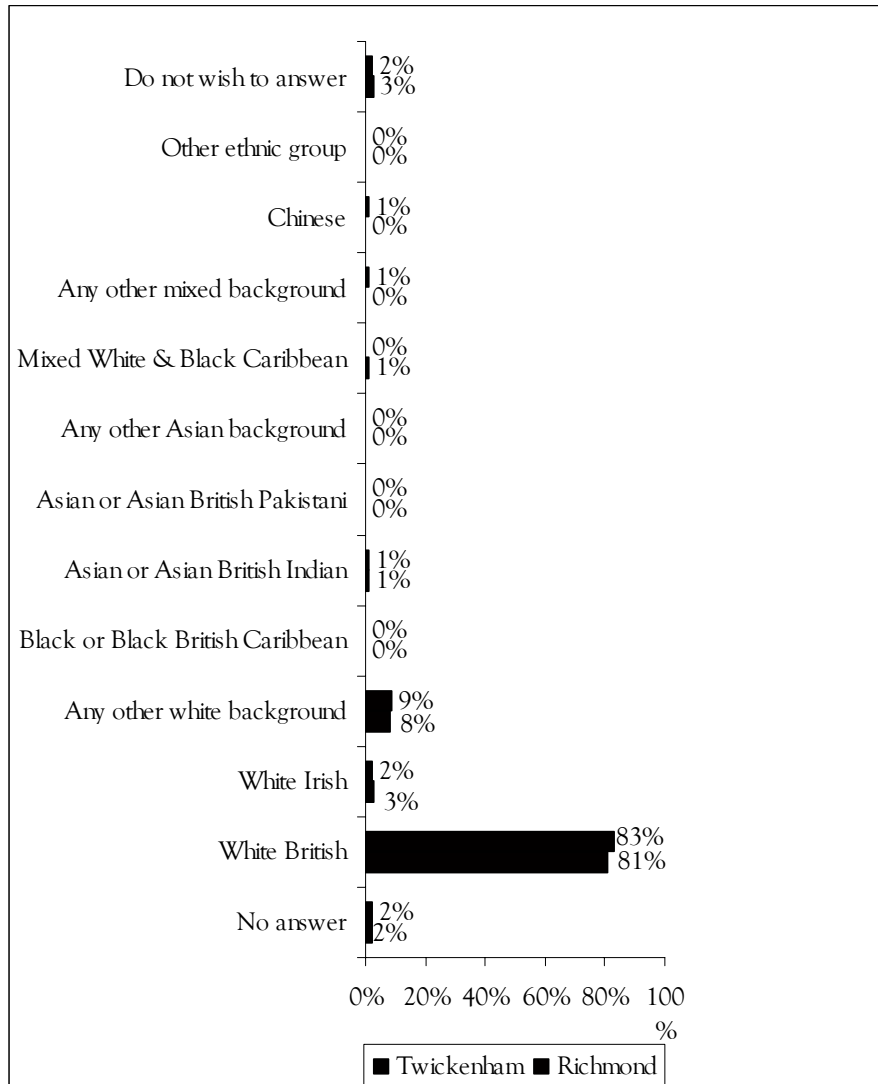
The majority of respondents were male, but there was reasonable overall balance of respondents across genders.

Figure 28. Age of respondents to the postal survey



The majority of respondents were 25+. 18-24 is often an under-represented group and it will have skewed the results slightly because these people are more likely to be users of the evening economy.

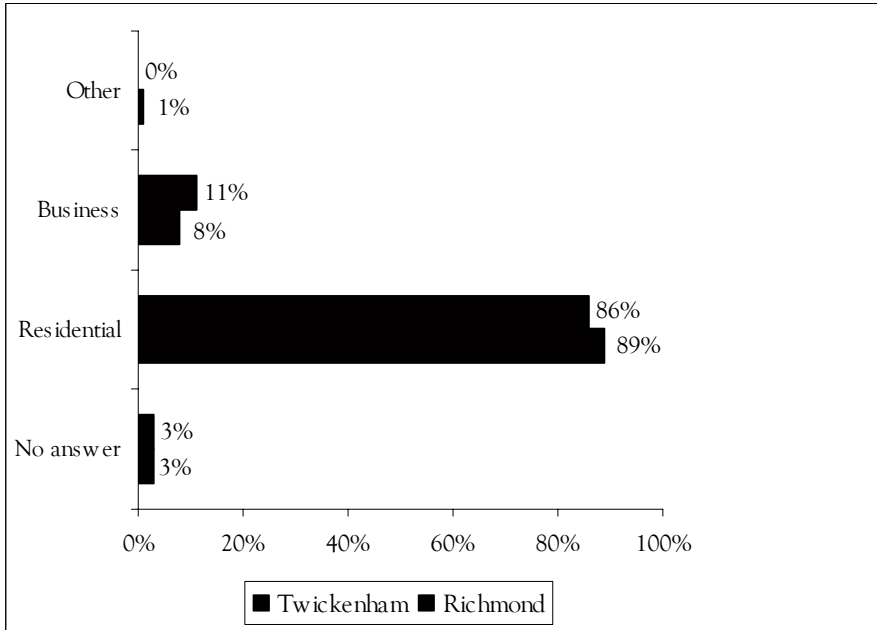
Figure 29. Ethnicity of respondents to the postal survey



The majority of respondents were 'White British'. This is approximately indicative of the two areas as a whole, but slightly under-represented in terms of ethnic minorities.

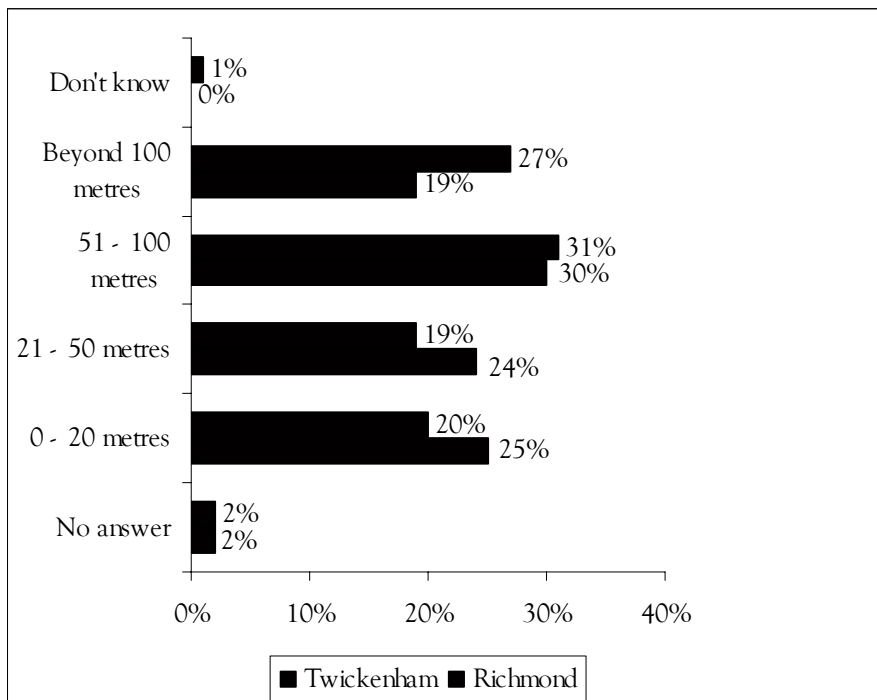


Figure 30. Division of sample by residential or business address



The majority of respondents were from residential addresses, however, around a tenth from both locations were responding on behalf of businesses.

Figure 31. Distance respondents' premises are from the closest pub or bar



6.1.1 Richmond

Overall, 63% of respondents from residential premises reside more than 51 metres from the closest pub or bar. Over two thirds (80%) of respondents living more than 100 metres from the closest pub or bar are men and 69% are over 45 years of age. Only two respondents from

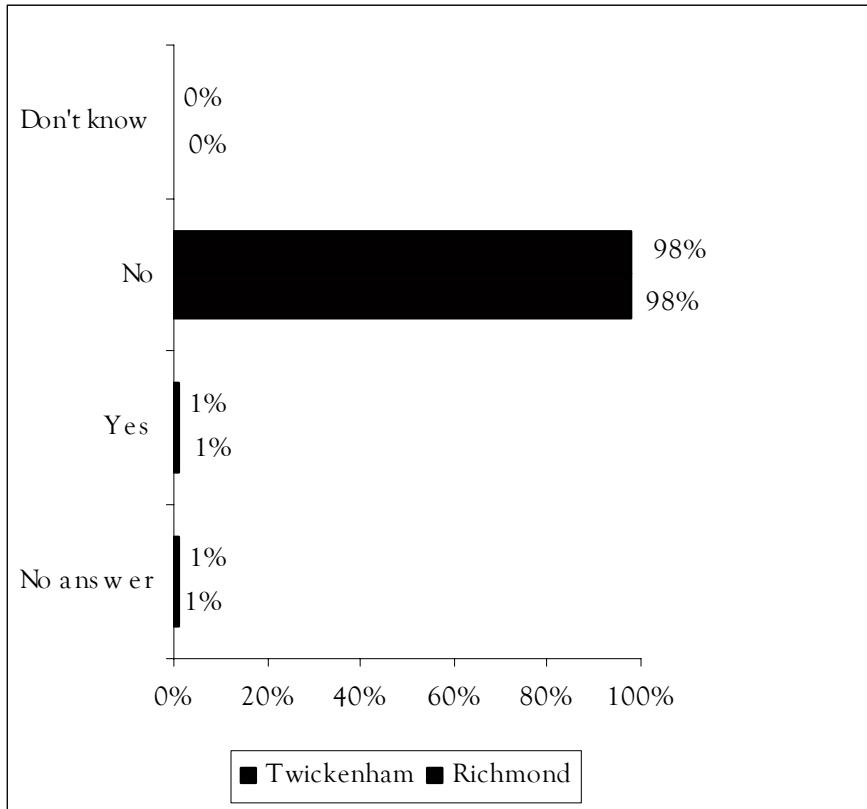
aspire

Richmond own, work in or operate a pub/bar. The majority (89%) of people who visit a pub/bar everyday are over 45 years of age.

6.1.2 Twickenham

The majority (61%) of respondents answering on behalf of a business were 45-60 years of age. Just under half (46%) of all respondents in Twickenham premises reside less than 50 metres from the nearest pub/club.

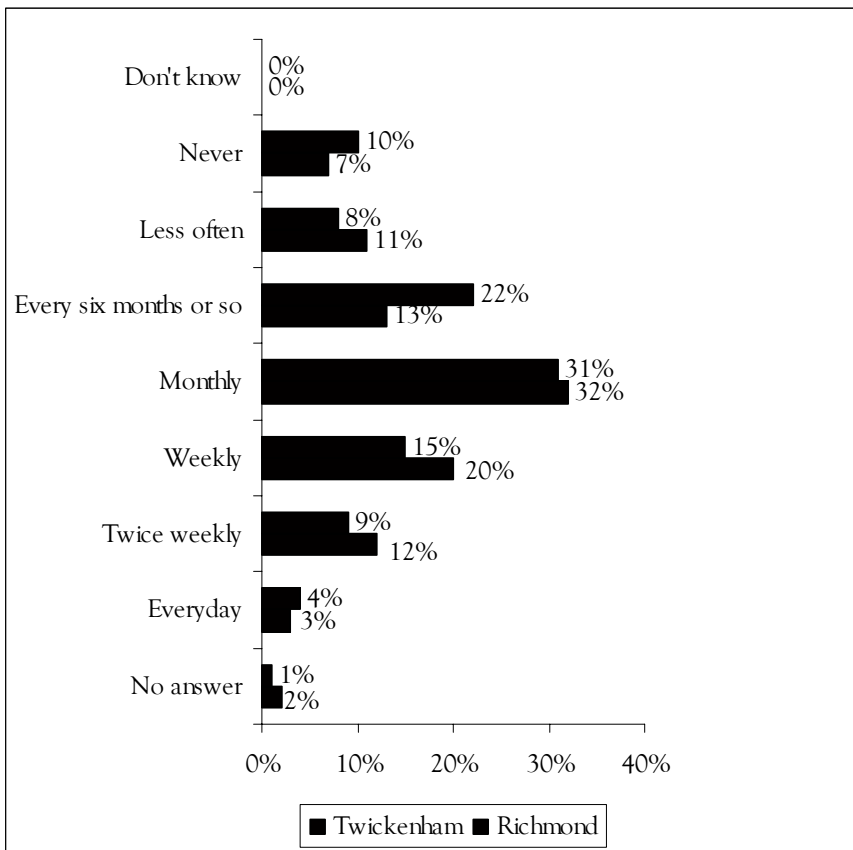
Figure 32. % of respondents who own, work in or operate a pub/bar



Only two respondents from Twickenham own, work in or operate a pub/bar. Two thirds (75%) of respondents who visit a pub/bar everyday are over 45 years of age.



Figure 33. How regularly do you visit pubs/bars in Richmond/Twickenham Town Centre in a social capacity?



Base: Twickenham - 238, Richmond - 237

The majority of respondents are relatively regular pub / bar users, with most going monthly. Overall however, either side of this norm, the respondents have more of a tendency to be lower users and non users than they have to be very regular or everyday users.