



Date: 07 July 2016

Title: BEST BAR NONE 2016

Purpose of the Report: To provide an update on the Best Bar None 2016 scheme.

Contact Officer: Terrie Moore, Best Bar None Administrator

Corporate Objective/s	LLTC Three-Year Plan – Aim 2. To promote and develop a vibrant town through partnership working and initiatives including management of the street market, provision of town and community promotions, town centre enhancements, tourism and practical support for local businesses.	
Implications:		
Financial		
Human Resources		
Operational/Service delivery	√	Continuation of existing work plan delivery of Best Bar None
Procedural/Legal		
Risk/Health and Safety		

1. RECOMMENDATIONS

1.1 To note the report on the status of the 2016 Best Bar None scheme.

2. BACKGROUND

2.1 At the Leighton-Linslade Policy & Finance Committee meeting on 22 February 2016, the Committee agreed to accept a one-off contribution of £12,000 from Central Bedfordshire Council to fund a one-year fixed-term post of Best Bar None Administrator, and to initiate a Best Bar None scheme in Leighton-Linslade, in addition to providing administrative support for existing schemes in Dunstable and Houghton Regis. (010/PF)

2.2 This scheme, currently operating in Dunstable and Houghton Regis, aims to promote responsible management and operation of alcohol-licensed premises and to improve standards in the night time economy. It was piloted in Manchester in 2003 and found to improve standards in the night time economy (NTE). Over 100 towns and cities in the UK and internationally several Canadian cities have since adopted the scheme.

2.3 As proven in other participating towns and cities, BBN supports Leighton-Linslade Town Council's (LLTC) goals of reducing alcohol-related crime and disorder in the town centre; increasing local business and improving the night time economy in Leighton-Linslade; and creating a vibrant, safe town core, attractive to residents and visitors alike. Overall, the scheme will raise the profile of Leighton Buzzard Town Centre as a safe place to enjoy a night out.

- 2.4 The committee expressed support for the initiative in principle. However, it was agreed that measurable key result indicators (KRI - noted below) would be necessary in order to evaluate return on investment and justify any further funding beyond the initial twelve months.
- 2.5 Central Bedfordshire Council has since made funding available to the Town Council for one year, to provide officer support in maintaining the two existing schemes and setting up a new scheme for Leighton-Linslade. This collaborative approach will allow time for further funding options to be investigated during the initial twelve-month period.

3. UPDATE ON THE 2016 BEST BAR NONE SCHEME

- 3.1 Promotion of the Best Bar None scheme to licensed premises in the Leighton-Linslade area has taken place through presentations at Pub Watch meetings and through local visits by the Best Bar None Administrator and a Community Engagement Safety Officer.
- 3.2 To date,
- **9 establishments in Leighton-Linslade** have signed on to be part of the scheme, with a further
 - **14 in Dunstable** and
 - **3 in Houghton-Regis** providing a total of **26** participants in 2016.
- 3.3 This total participation indicates an increase of:
- 136% over last year (11 participants in Dunstable and Houghton Regis)
 - 333% from the first year the scheme took place in Dunstable with six participants.

This number will likely change as some participants may drop out during the assessment stage.

3.4 KRI performance to date:

# of licensees passing accreditation	To be confirmed on completion
# of licensed premises participating in accreditation against number of licensed premises in parish	Dunstable: 14/32 - 47% (2014: 10%; 2015: 31%) Houghton Regis: 3/6 - 50% (2015: %17) Leighton-Linslade: 9/24 - 38%
Increased membership of PubWatch scheme against number of licensed premises in parish	Leighton-Linslade: 4% increase to date Dunstable/Houghton-Regis: 11% increase to date
Community engagement/awareness through # of votes received for People's Vote	To be determined at end of People's Vote (November)

- 3.5 An independent assessor, certified through Best Bar None UK and funded through Central Bedfordshire Council, is currently conducting assessments of the participating establishments. Twelve of the twenty six assessments have been completed, eleven are booked to take place over the next two weeks and

three are in the process of being rebooked. These assessments are expected to be completed by the 15th of September.

4. PUBLICITY AND PROMOTION

- 4.1 BBN is promoted online through the CBC's and LLTC's web pages, through Council Facebook and Twitter accounts in all three participating towns and CBC, and through a link on the national BBN website (www.bbnuk.com). Work continues with collaborating agencies (police, fire and public health) to promote BBN through their social media accounts.
- 4.2 The July/August and September/October issues of community print publications (About Town, Talk of the Town) contain articles about the scheme. Additional coverage is planned for the next issues.
- 4.3 Surveys will gather quantitative and qualitative information from participants on the value for their businesses of participating in the scheme on the night of the awards event and following on afterward for those not in attendance.
- 4.4 A baseline survey to gauge current public awareness of Best Bar None scheme began online in July and will continue to run until the end of September. To date, 42 people have responded to the survey. This survey will run again following People's Vote and the awards night to measure the efficacy of promotion and publicity efforts, and provide an opportunity to enhance future efforts should the scheme continue.
- 4.5 Following completion of assessments and determination of accredited establishments, a second phase called The People's Vote will begin, allowing customers to vote for their favourite premises. This phase is highly publicised through social media by the participants, raising the profile of the scheme overall.
- 4.6 These surveys will be shared with the community through community contact groups and local online hubs e.g. LB First, LB Connects, I Love Leighton Buzzard, Leighton Buzzard South, About Dunstable, etc., as well as through the previously mentioned channels of Town Councils and partnering agencies.

5. NEXT STEPS

- 5.1 Assessments of licensed establishments are expected to be finished by the 15th September.
- 5.2 The People's Vote will begin in mid-September following completion of assessments, and will run through to mid-November.
- 5.3 Judging of the accredited establishments' assessments will take place mid-October.

- 5.4 Promotion of the scheme and continued development of evaluation measurements to provide feedback on the value of the scheme will continue through autumn.
- 5.5 Planning continues for the BBN awards event to be held on the evening of 29th November at Grove Theatre, Dunstable. Mayors from all three towns have accepted the invitation to attend the event and hand out awards. Other dignitaries attending include PCC Kathryn Holloway, Chief Inspector Neil Waring, and representatives from Bedfordshire Fire and Rescue.

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