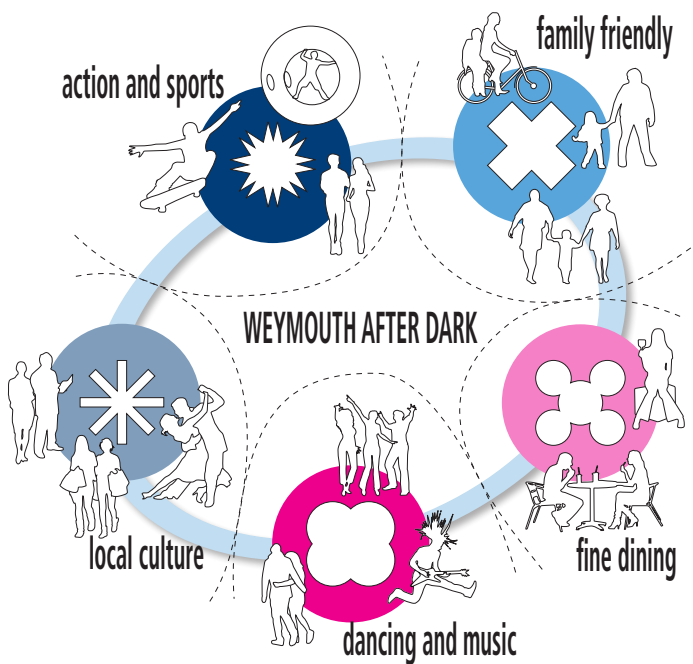


**Weymouth & Portland Borough Council, using Home Office funding and working with the county-wide Safer Communities Group, led the After Dark project to create the first comprehensive approach to managing Weymouth town centre in the evening and at night.**

### A place for everybody

Weymouth town centre features a vibrant night-time economy, often attracting large numbers of visitors, particularly at weekends. Safety and fear of crime are major considerations when planning a successful night-time environment.

In recent years there have been falling crime and disorder levels within the town centre but the Borough Council, Police and other partners are not complacent and seek to reduce levels even further.



*This diagram represents the desired balance between the five themes identified as essential to a safer and successful town centre in the evening and at night time.*



# AFTERDARK

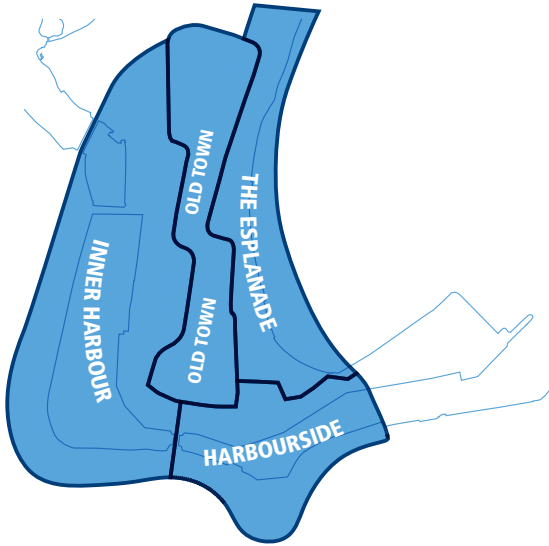


The draft strategy outlines recommendations to improve the diversity, safety and sustainability of the town centre's evening and night-time economy, making it an even safer and more enjoyable place to be — a place for everybody.

Local businesses, licensees, the Chamber of Commerce, residents and other partners such as the NHS, Dorset Police and the Weymouth Street Pastors have all been involved in shaping the vision. A full report has been produced which includes a draft strategy and action plan for the town centre over the years ahead.

### Getting the balance right

The After Dark study revealed a current emphasis towards the pubs, clubs and music venues in terms of what constitutes a night out in Weymouth for many people. Meanwhile the interviews and workshops undertaken revealed a desire for greater choice with more cultural events, family-oriented venues and high-quality restaurants to create a more balanced range of attractions.



### Bringing it all together

The After Dark report recommends “character areas” as a new way of looking at how these activities can be promoted in different parts of the town. A vision for each area is proposed along with an activity mix :

#### The Esplanade

To reflect the best of the traditional seaside through complementary daytime and after dark uses in the place where the sun rises.

#### The Harbourside

A historic waterside place celebrated through a food-led destination after dark that will attract both residents and visitors alike.

#### The Old Town

A place that celebrates local culture through a healthy mix of shopping, dining and drinking, using the streets and spaces to good effect.

#### The Inner Harbour

To optimise use of the western waterfront, a place where action and sports are played out by all generations as the sun sets.

### Making it happen

In order to deliver the ambitious vision for the future of Weymouth town centre in the evening and at night it is vital that all who have a stake in the evening and night-time economy work together and play our part.

The draft strategy covers the most important recommendations across areas such as policing, licensing, health improvements and planning. The ideas for change within the strategy are captured in an action plan with three distinct time scales :

- **Short** April 2011 to March 2012
- **Medium** April 2012 to March 2013
- **Long** April 2013 to December 2015

### Thank-you

Thank-you to all those who have been involved so far in shaping the draft After Dark strategy and action plan. The next phase is a twelve week consultation exercise. This is your chance to contribute to the draft strategy and action plan. We would welcome your response before the closing date of 11 February 2011.

### More information

You can respond to the consultation online at :

[www.weymouth.gov.uk/afterdark](http://www.weymouth.gov.uk/afterdark)

or call in at the Council Offices on North Quay, Weymouth to pick up a copy of the draft strategy and a consultation response form. If you would like help with this information, for example in another language or a different format, please contact the Communities Manager at Weymouth & Portland Borough Council.

December 2010.



**AFTERDARK**



**Weymouth & Portland**  
Borough Council