

## WENDOVER PUBLIC HOUSE

<b>Organisation</b>	<b>Wendover Public House</b>
<b>Trigger</b>	<ul style="list-style-type: none"> <li>• Strict re-licensing conditions and strong security considerations forced a dramatic reappraisal of the refurbishment programme.</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To re-design the existing public house and reduce the opportunity for criminal activity, in particular drug dealing.</li> </ul>
<b>Tools/Techniques</b>	<ul style="list-style-type: none"> <li>• Followed the principles of Secured By Design.</li> <li>• Worked very closely with the local police and Crime Reduction Advisor throughout all stages of the project.</li> </ul>
<b>Enablers</b>	<ul style="list-style-type: none"> <li>• Ability to draw upon the expertise of participating organisations.</li> <li>• Shared commitment to the project's success.</li> </ul>
<b>Tensions</b>	<ul style="list-style-type: none"> <li>• Satisfying the local residents' concerns that the public house was fully committed to reducing the opportunity for criminal activity.</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>• The Wendover was the first public house in Britain to gain Secured By Design status.</li> <li>• It went from one of the worst performing public houses in the Scottish and Newcastle brewery chain to being one of the best.</li> <li>• The Wendover hosts a wide variety of social events that reflects the diversity of its clientele.</li> <li>• Through being accepted has a central part of the local community, the patrons 'police' it themselves.</li> </ul>
<b>Lessons</b>	<ul style="list-style-type: none"> <li>• Demonstrates how subtle design interventions can transform the character of a pub and reduce criminal activity.</li> <li>• Implementing the principles of Secured by Design led to a rise in number of clientele and profitability.</li> </ul>

### Synopsis

The Wendover public house in Wythenshawe, Manchester, was constantly blighted by drug-related incidents, predominantly drug dealing. In order to resolve this problem, a multi-agency working partnership was established to tackle and successfully eradicate criminal activity. Through close consultation with residents and crime prevention experts, as well as a strong desire to succeed, the pub was transformed into a vibrant and thriving venue for all sections of the local community. This case illustrates how subtle design interventions can make a considerable impact in reducing crime related incidents, significantly altering the character and nature of the venue, whilst achieving Britain's first 'Secured By Design' (SBD) public house. The most significant change was the relocation of the toilets, previously the site of much of the drug dealing. Other changes included CCTV, lighting in the car park and the planting of low-lying shrubbery.

## **Background to Wendover Public House**

Originally, the Wendover public house was called 'The Pear Tree', which was part of the Scottish and Newcastle brewery chain. The pub was situated within Wythenshawe, Greater Manchester, which is the largest council housing estate in Europe. At the time, The Pear Tree was one of the worst performing public houses in the Scottish and Newcastle's chain, with also a bad reputation for drug related incidents and drug dealing. Fear of attack or robbery discouraged many local people from using the pub. Incidents involving firearms connected to drug dealing finally brought about the closure of the pub in October 1993, after a police raid uncovered a variety of drugs and weapons.

Initially, local residents were against the public house re-opening, but after lengthy consultation, and importantly strict re-licensing conditions, it finally re-opened. At the early stages of the consultation process, Greater Manchester Police provided specialist guidance and input on broad based 'Crime Prevention Through Environmental Design' (CPTED) principles. These promote the use of defensible space, improved surveillance, territoriality, community interaction, environmental balance, circulation management and the avoidance of crime generators. The strategy seeks to create physical environments conducive to the overall security of the community (Greater Manchester Police, 2001).

One key participant who was critical to the overall success of the project was DC Roger Burton, a Crime Reduction Advisor, based in Wythenshawe. Through the introduction of strategic design interventions and careful planning, the opportunity for criminal activity and, in particular, drug dealing has been significantly reduced. This case study is based on interviews with DC Roger Burton and the pub's landlord, John Beasley.

## **The Design Process**

### **Interior Design**

The public house was immediately re-named 'The Wendover,' in order to remove the notoriety connected with its former life, whilst offering a new start to the new premises. The major design intervention that has significantly contributed to its overall success was relocating the toilets further into the pub lounges and away from the main entrance. This was done predominantly to address the problem of drug dealing in the toilets, where people could arrange to buy drugs via the telephone box outside (see figure 1) and complete the transaction from within the toilets, discreetly hidden from view of the bar area. It was not possible to move the telephone box, however.



*Figure 1: The telephone box from which drug-dealing was organised*

Previously, it had been difficult for staff to monitor activity in the toilets and snooker room, but now staff can monitor activity throughout all areas of the interior due to increased visibility (see figures 2 & 3).



*Figures 2 and 3: Improved visibility in the interior*

### **Exterior Design**

Roger Burton also suggested that greater emphasis should be placed on securing the car park, and increasing the quality of exterior lighting; combined, these measures have had a dramatic impact on reducing theft from cars and car theft itself. Even shrubbery and trees have been carefully chosen so that they do not grow higher than four feet, thereby making it difficult for people to hide in the undergrowth. To complete this full package of both discreet and direct design interventions, CCTV was installed offering a greater sense of security to both employees and guests alike. Roger Burton is quick to point out that:

“...these design decisions were simple gestures, based on my experience of securing buildings, but taken into their totality they were extremely effective” (Detective Constable).



Figures 4 and 5: Improved visibility and surveillance in the car park area

## Impact

Since completion of the refurbishment project the results have been dramatic. The Wendover is Britain's first Secured by Design public house.



Figure 6: Secured By Design Award

It is greatly benefiting from reduced criminal activity and is now serving as a focal point for the local community. Managing the premises has become far easier, as John Beasley points out:

“... since they [SBD principles] were introduced, policing the public house is relatively straightforward and trouble free” (Landlord).

Furthermore, through being accepted as a central part of the local community, the patrons ‘police’ it themselves, not tolerating misbehaviour in what they see as their local pub.

The pub has become one of the brewery’s best performing public houses in the country. It provides a venue for a wide variety of social events, that include darts

teams, quiz nights, social events and tea dances for the elderly. By offering a safe and secure drinking environment, all sections of the community can and do feel as though they can visit the pub without fear of attack or robbery.

### **Lessons Learned**

It is perhaps fair to say that through enlightened design thinking and close collaboration with local organisations and the significant input of DC Roger Burton, the Wendover is an excellent example of designing against crime. Through achieving Secured by Design (SBD) status, the Wendover has witnessed a dramatic rise in the number of clientele and in its profitability. The improved performance is evidence that Secured By Design can prove an excellent return on investment.

Design can also effect cultural changes in the way people perceive, understand and use a given space. The Wendover now reaches out to a wider and more diverse audience than originally intended. Through clear design interventions, the fear of and opportunity for crime has dramatically reduced, allowing the public house to adopt a new identity and role within the local community.

### **References, Related Case Studies and Further Reading**

Greater Manchester Police (2001) *The Role of Architectural Liaison*. Architectural Liaison Unit, Community Affairs Branch: Manchester.

Home Office (2001) '*Crime Statistics*'. Crime Reduction Unit.  
[www.crimereduction.gov.uk](http://www.crimereduction.gov.uk)

### **Contact Details**

Crime Prevention Officer  
Greater Manchester Police  
Hall Lane,  
Wythenshawe,  
Manchester  
M23 8NA  
Tel. 0161 856 4956  
(Nb. DC Roger Burton has now retired)

Licensing is dealt with by Balihar Sing, licensing, Brownley Road Police Station, Brownley Road, Wythenshawe, Sharston, Wythenshawe, M22 0DW.

John Beasley  
Landlord  
The Wendover

Wendover Road  
Brooklands Estate  
Sale  
Manchester  
M23 9EG  
Tel. 0161 946 0093

### Classification Index

Ekblom's crime classification	Misappropriation (theft), misbehaviour (drugs-dealing).
BCS crime classification	Drug Dealing and theft.
DAC	Transforming environments
Primary motivation	Desire to prevent pub closure.
Type of designer	Interior designer and crime prevention officer
Approach	Secured by Design
Sector	Leisure
Location	Pub and pub car park
Author	David Hands

DAC – wendover public house