





Event/behaviour	When/frequency	Place/position (see Figure 10.9)	Connection to design	Connection to management	Connection to 'the other' and dystemic space	Connection to place marketing	Photograph
Jesus Army conversion team and car dispensing leaflets	Observed once during a Friday night	Space 1, north terrace	Large pedestrianised thoroughfare	Illegal to drive car onto square, otherwise legal	Variety of users stopping to talk with Jesus Army reps. All White	Association with public space and debate. Historic connection with religion	
Muslim conversion group dispensing leaflets	Observed once during Saturday night	Space 1, north terrace	Large pedestrianised thoroughfare	Legal	All Black	Association with public space and debate. Historic connection with religion	Did not want photo taken
Crowds of people, many drinking and in large groups	Every night, much worse at weekends	Space 1, north terrace	Large pedestrianised thoroughfare	Legal to drink in public space. Police and council thinking of implementing scheme of no alcohol by law and giving the police powers to seize glasses or bottles	Huge variety of users	Leicester Square seen as area for drunk debauchery. Supported by council through number of late licensed premises	
The 'other' passed out	Observed several times in different places in the study area	Space 1, next to Bella Pasta	Space to sleep, though unsheltered	Illegal, Vagrancy Act. Police and wardens usually move unconscious 'others' on in day time	Drinkers from a variety of cultural backgrounds	Leicester Square and Piccadilly Circus are a magnet for alcoholics/homeless/beggars	
Al fresco dining and drinking	From lunchtime through to midnight	Space 1, west side of square	Separated from highway by bollards	Police claim al fresco dining is a focus of crime and oppose more. Vision of Westminster Council for new plan	The 'other' approaches tables to beg or commit crime?	Recreate Leicester Square as centre for eating and not drinking	
Portrait artists	Present from morning to dusk	Space 1, west terrace	Pedestrianised area	Legal. All artists have to pay for license	All portrait artists are foreign	Association of high profile public space and portrait artists, but unrelated to specific place marketing of Leicester Square or London	