# Newquay’s mankini ban and club closures curb antisocial behaviour and reshape town identity



In recent years, Newquay, a once-rowdy seaside town in Cornwall, has taken significant steps to enhance its reputation, transitioning from a notorious party hotspot often referred to as 'British Magaluf' to a more family-friendly destination. The town is currently experiencing noticeable changes thanks to a crackdown on disruptive behaviours associated with stag and hen dos, as well as strict enforcement of dress codes, notably banning mankinis—provocative swimwear popularised by the film "Borat." This initiative was introduced to curb the rampant public disorder and excessive binge drinking that plagued the town, leading to a substantial reduction in crime and transformations in local culture.

Local residents attest to the changes. Shopworker Andy, 40, reflects on the transition, noting the days of witnessing groups of men in mankinis at all hours of the morning are largely behind them. “In the day, if you want to come out and have a stag do and everyone dresses up and has fun, that’s absolutely fine,” he stated. “But once it gets past a certain time of night, it tends to knock that on the head.” This shift appears to have brought about a positive change in the town’s social atmosphere, with fewer late-night disturbances reported.

The crackdown on excessive celebrations and clubbing was underscored when Berties nightclub, once infamous for its chaotic nightlife, ceased hosting under-18 events following a serious incident involving drug-related health issues. The closure of Berties, along with restrictions on clothing deemed inappropriate, has contributed to establishing a more tranquil setting that appeals to families and older residents alike. Climbing instructor Peron Wills, who has experienced the nightlife of yesteryear, acknowledges nostalgic memories of the wild bachelor parties. Yet he concedes that today's nightlife lacks the rowdiness of the past, indicating a broader societal shift in values.

In a noteworthy instance of changing times, the Hotel Victoria, a historic establishment in Newquay, has also recently been sold. This closure impacts employment for approximately 60 staff members, signalling both a change in hospitality and ongoing redevelopment in the town. The new ownership promises substantial investment, revealing plans to restore the hotel's former grandeur and assuring the community of a refocused approach to local tourism—one that aligns with Newquay’s newer, calmer identity.

Speaking to the change in public perception, police inspectors have noted a shocking decline in antisocial incidents since the clothing bans and club closures began, with previous reports dropping considerably since 2009. This reflects a broader public strategy aimed at reinforcing a family-friendly environment while retaining the essence of what makes Newquay a beloved coastal retreat. As the town continues to evolve, finding balance between nightlife allure and community values will be crucial for sustaining its revitalised image and attracting a diverse range of visitors.

The transformation of Newquay illustrates how a focused legislative approach combined with community engagement can reshape a local identity, allowing the town to emerge as a refreshing alternative to some of the more raucous alternatives in British coastal tourism. Whether this quieter phase will endure remains to be seen, but for now, Newquay stands as a testament to effective change in making public spaces more welcoming and enjoyable for all.

## Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/uk/2060331/uk-seaside-british-magaluf-huge-crackdown), [[2]](https://time.com/3899740/mankini-ban-crime-tourism/), [[6]](https://www.theguardian.com/society/2015/may/28/newquay-credits-mankini-ban-with-drop-in-antisocial-behaviour)
* Paragraph 2 – [[1]](https://www.express.co.uk/news/uk/2060331/uk-seaside-british-magaluf-huge-crackdown), [[3]](https://www.cornwalllive.com/news/cornwall-news/newquays-berties-nightclub-stop-teen-8573731), [[4]](https://www.bbc.com/news/articles/cgj703ld361o)
* Paragraph 3 – [[5]](https://www.voicenewspapers.co.uk/news/one-of-newquays-most-prominent-hotels-has-shut-after-being-sold-740342), [[6]](https://www.theguardian.com/society/2015/may/28/newquay-credits-mankini-ban-with-drop-in-antisocial-behaviour), [[7]](https://www.itv.com/news/update/2015-05-28/ban-on-mankinis-cuts-newquays-crime-rate/)
* Paragraph 4 – [[1]](https://www.express.co.uk/news/uk/2060331/uk-seaside-british-magaluf-huge-crackdown), [[2]](https://time.com/3899740/mankini-ban-crime-tourism/), [[6]](https://www.theguardian.com/society/2015/may/28/newquay-credits-mankini-ban-with-drop-in-antisocial-behaviour)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.express.co.uk/news/uk/2060331/uk-seaside-british-magaluf-huge-crackdown> - Please view link - unable to able to access data
2. <https://time.com/3899740/mankini-ban-crime-tourism/> - In 2015, Newquay, a British seaside town, implemented a ban on mankinis—revealing male bathing suits popularised by the film 'Borat'—to curb crime and improve its image as a tourist destination. The town had been known for attracting bachelor parties, leading to issues like binge drinking and public disorder. After the ban, local authorities observed a significant decline in irresponsible behaviour and crime, transforming Newquay into a more family-friendly location. Police inspector Dave Meredith noted that the town's image had improved, curtailing previous issues associated with excessive drinking and disorderly conduct.
3. <https://www.cornwalllive.com/news/cornwall-news/newquays-berties-nightclub-stop-teen-8573731> - In April 2024, Berties nightclub in Newquay organised a Newquay 16+ Drum and Bass rave, which led to a teenage girl being hospitalised with a suspected drug-induced seizure. Following this incident, Devon and Cornwall Police investigated the event, and Berties nightclub decided to cease hosting under-18 events, submitting a minor variation to their licence to prevent future occurrences. This decision aimed to address concerns over underage drug use and ensure the safety of young attendees at the venue.
4. <https://www.bbc.com/news/articles/cgj703ld361o> - In November 2024, the Hotel Victoria, a historic establishment in Newquay, closed its doors after being sold. The closure affected around 60 staff members, who faced redundancy. The new owners, the Nicolas James Group, announced plans for substantial investment and redevelopment to restore the hotel to its former glory. The sale also included the adjoining Berties nightclub and pub Bertie O'Flannigan's, with future plans for these venues yet to be confirmed. The closure marked a significant change in Newquay's hospitality landscape.
5. <https://www.voicenewspapers.co.uk/news/one-of-newquays-most-prominent-hotels-has-shut-after-being-sold-740342> - In November 2024, the Hotel Victoria, a prominent hotel in Newquay, closed after being sold, leading to around 60 staff members entering redundancy processes. The sale included Bertie O'Flannigan's pub and Berties nightclub. The new owners, the Nicolas James Group, plan to invest substantially in the site to restore it to its former glory. The closure has been described as a 'massive shame' by community members, highlighting the impact on Newquay's hospitality sector and local employment.
6. <https://www.theguardian.com/society/2015/may/28/newquay-credits-mankini-ban-with-drop-in-antisocial-behaviour> - In 2015, Newquay implemented a ban on mankinis and other 'inappropriate clothing' to reduce anti-social behaviour and improve its image as a family-friendly destination. Police reported a significant decrease in crime and anti-social incidents, with reports dropping from 685 in the summer of 2009 to 286 in 2012. The initiative was part of the Newquay Safe campaign, which aimed to tackle binge drinking and public disorder, leading to a transformation in the town's reputation.
7. <https://www.itv.com/news/update/2015-05-28/ban-on-mankinis-cuts-newquays-crime-rate/> - In 2015, Newquay's decision to ban mankinis significantly reduced anti-social behaviour in the town. The ban was part of a broader effort to shed its 'Wild West' image as a haven for stag and hen parties. Police and community leaders reported a decrease in crime rates, with the town becoming more family-friendly. The ban addressed issues related to binge drinking and public disorder, leading to a positive transformation in Newquay's social environment.