

MAYOR OF LONDON

Night Time Enterprise Zones Evaluation

Summary Report



February 2024

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Greater London Authority
City Hall
Kamal Chunchie Way
London
E16 1ZE

www.london.gov.uk

Enquiries 020 7983 4000

Minicom 020 7983 4458



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Night Time Enterprise Zones Evaluation Summary Report

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Foreword from the Night Czar

London's 600 high streets are facing extraordinary challenges. Covid, Brexit and the cost-of-living crisis have shown how vulnerable they are, but also how much Londoners love and need their high streets. Lifestyles have changed and Londoners are increasingly prioritising their health and wellbeing, spending more time locally, and enjoying time with family and friends. London's world-class 24/7 transport network means the evening and night are times of opportunity, to do the essentials, like shopping, but also the things that make us happy and bring us together, like eating out, enjoying culture or keeping fit.

Many high streets and town centres close down after 6pm, shutting their doors to those wanting or needing access to shops and services. That's why Mayor Sadiq Khan and I launched the new Night Time Enterprise Zones to help councils, communities and businesses make better use of their high streets around the clock and attract people who previously stayed away.

The Night Time Enterprise Zones showed the potential to more than double footfall after 6pm and over 69% of people surveyed said they felt safer when events were on. Over 1,800 people supported 102 small businesses at a maker's market in Vauxhall - one of 24 'VauxhAll Night' events. The Royal Arsenal Riverside Summer Festival, one of 29 Woolwich Lates, ran until 10:30pm and attracted over 4,000 people. Bromley's Library Lates - one of three 'BR1 Lates' - drew 3,000 people to the library after 6pm to enjoy live music, book readings and cocktail masterclasses. The majority of people surveyed said the Night Time Enterprise Zone events made them feel more positive about their area.

Night Time Enterprise Zones have also enabled new and experimental activity: a nightclub hosted an art fair; libraries organised silent discos, film screenings and exhibitions; public squares and high streets hosted fitness workshops, giant puppets, night markets and an art installation celebrating neurodiversity; a forgotten backstreet came to life with a makers' market; a pedestrian tunnel hosted a club night; and a city farm hosted a Pride event. Up to 70% of attendees visited a local business before or after the event and local spend between 6pm and 9pm was up by up to 70%. The zones have put in new infrastructure so this activity

can continue. New lighting and electricity points in Bromley and Woolwich will enable future night markets and events. Night markets on Goding Street in Vauxhall proved the case for making it a pedestrian-priority space and have given the Low Line a new night time focus.

All three zones have established new support for businesses and night workers. They've created partnerships that will continue to make their high streets more resilient and have enabled venues and business owners to test new opening times and activities.

The Night Time Enterprise Zones have inspired new night worker policies, more collaboration between councils, communities and businesses and new cultural programmes. They've helped secure investment and new night-time-friendly designs for public spaces and all three boroughs are now planning a night time strategy. The Night Time Enterprise Zones have shown the incredible potential of high streets at night. I look forward to helping more high streets to thrive, making London a city that benefits all Londoners at night.



Amy Lamé
London's Night Czar

Introduction

The London Night Time Commission, in its Think Night Report, called on the Mayor to 'establish a Night Time Enterprise Zone fund that boroughs can bid into'. The report suggested that increased use of the high street after 6pm would make London more liveable, relieve pressure on its infrastructure, boost local businesses and ensure improvements to night time working conditions are prioritised.

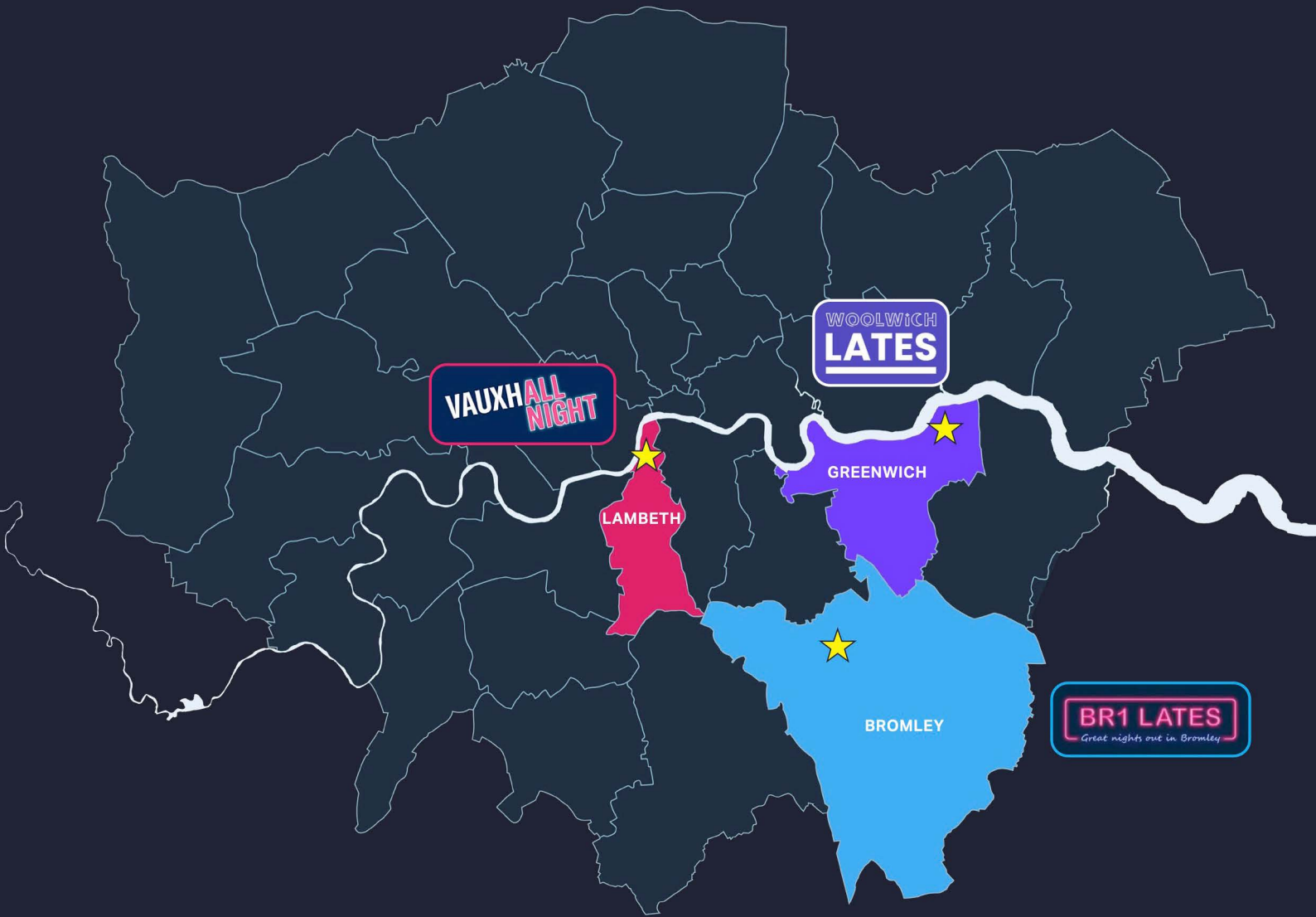
Following a successful pilot in 2019, the Mayor expanded his Night Time Enterprise Zones programme across the capital, inviting boroughs to apply for funding for year-long programmes, starting in November 2022.

The Mayor set four main objectives for the Night Time Enterprise Zones:

- 1. Extend opening hours and boost activity on the high street after 6pm, giving businesses more opportunities to increase income and footfall**
- 2. Give local people and visitors better access to shops and services after 6pm**
- 3. Make the high street more welcoming and inclusive for a diverse range of people after 6pm**
- 4. Increase the number of night workers that benefit from good work standards**

Over half of London's boroughs submitted applications. The boroughs of Bromley, Lambeth and Greenwich were successful and each awarded £130,000, which they matched with their own funding, to deliver zones in Bromley Town Centre, Vauxhall and Woolwich.

The three town centres have very different night time contexts. The physical size and layout, demographic profiles, footfall patterns and mix of businesses open after 6pm vary significantly between the town centres. The programmes reflect these differences and provide ideas and lessons learned to inspire future projects across London.



Overview of Bromley's programme

Events

Bromley Council organised three 'BR1 Lates' events, boosting 6pm-9pm footfall by 107%¹, 9pm-midnight footfall by 132%², and 6pm-9pm spend by 70%.

1. **Library Lates** brought music, a silent disco, street food, gaming and book readings to Bromley Central Library, which extended its opening hours to 10:30pm. The library attracted 3,000 attendees and the high street saw a 40%³ increase in footfall compared to the week before and 1.7 times⁴ the spend compared to 2019.
2. **Sport and Wellbeing Festival** brought rugby, dodgeball, climbing, BMX biking, mini golf and a wellbeing tent to the high street and saw the launch of The Umbrella Project to raise awareness about neurodiversity. The high street saw a 118%² increase in footfall compared to the week before and 1.7 times⁴ the spend compared to 2019.
3. **Winter Lights Spectacular** saw interactive light displays and play features animate the high street alongside street food and live music. Displays included sensory spheres, light tunnels, drummers and a light-up piano. The high street saw a 112%² increase in footfall compared to the week before and 2.5 times⁴ the normal spend on food and hospitality compared to 2019.

Business engagement and support

The council developed a Bromley Business Night Time Toolkit to support businesses operating at night. The toolkit advises on business promotion, planning, licensing, food hygiene standards, outdoor dining, safety and security, accessibility and inclusion, sustainability, hosting events and nesting secondary uses in existing venues.

Marketing and promotion

The programme was promoted by developing BR1 Lates branding and a marketing campaign that attracted visitors from outside the borough.

Promoting good work at night

The programme prompted the launch of Good Work Bromley in November 2023, which is an initiative that signposts employers to advice on delivering good work. It showcases businesses that pay a fair wage, have pathways for career progression, are inclusive, and provide flexibility for their workers.

Public realm improvements and infrastructure for night time activity

Bromley Council installed permanent lighting and projections outside stations, in trees along the high street and on the Churchill Theatre façade. Permanent electrical power points were also introduced to support future events in the high street's pedestrianised area and an adjacent green space.

¹⁻² Springboard data, compared to the week before (BT data is unavailable)

³ Springboard data, 6-9pm compared to the week before (BT data is unavailable)

⁴ Mastercard spend data for event day compared to the same day for a pre-Covid-19 baseline



Overview of Vauxhall's programme

Events

Vauxhall organised 24 'VauxhAll Night' events, attracting 15,202 attendees, boosting 6pm-midnight footfall by 13%, 9pm-midnight visitor footfall by 26% and 6pm-9pm spend by 31%.

1. **Cinema and karaoke events** activated Vauxhall Pleasure Gardens.
2. **World Food Fest** was the first market to be held on Goding Street using an Experimental Traffic Order, which has now been made permanent.
3. **LGBTQ+ night markets and Pride events** gave start-ups and creatives opportunities to showcase their work, bridged evening and night time activities and brought new uses into public and private spaces.
4. **Black History Month Lates** saw eight events in six venues attract over 350 visitors.
5. **Little Portugal events** celebrated Vauxhall's Portuguese-speaking communities and were broadcasted live in Portugal.

Business engagement and support

Vauxhall engaged 400 businesses, set up a night time business forum and developed a business toolkit to support new and existing businesses operating at night. They ran two free workshops for businesses looking to trade later, attract new audiences and improve their marketing strategies. They engaged 34

businesses in Safer Lambeth Partnership briefings and featured 219 businesses in social media campaigns.

Marketing and promotion

The programme was promoted with the VauxhAll Night brand, a Night Time Enterprise Zone map and a social media campaign attracting 2.89 million impressions.

Promoting good work at night

The Liminal Space brought their Night Club for night workers to Vauxhall to advise employees and night workers on ways to support good sleep and health. The council ran a Living Wage campaign that saw Oval Cricket ground, who employ around 200 people, sign-up.

Public realm improvements and infrastructure for night time activity

115 Portuguese-speaking residents and business owners co-created the design of a mural celebrating Little Portugal. The mural made the national news in Portugal and is illuminated after dark. A second mural celebrating the area's LGBTQ+ heritage will be painted on The Eagle on Kennington Lane.

Safety

Vauxhall tripled business sign-ups to the Women's Night Safety Charter, accredited nine businesses as Safe Havens for women, girls and vulnerable people and accredited 10 businesses as Lambeth Allies who provide safe spaces for LGBTQ+ people.



Overview of Woolwich's programme

Events

The Royal Borough of Greenwich organised 29 Woolwich Lates events attracting 13,000 people, boosting 6pm-9pm visitor footfall by 25% and spend by 63%.

- 1. Holiday Fun Fridays** targeted families during school holidays and brought open mic nights and sports and fitness events to Tramshed and General Gordon Square in the town centre.
- 2. Royal Arsenal Summer Lates** attracted over 4,000 people to Woolwich Works for live entertainment, food and drink, farmer's markets, a dog show and talent shows until 10:30pm.
- 3. Culture Trail Lates** showcased community leaders and public artworks and linked Powis Street to General Gordon Square.
- 4. Woolwich Front Room events** activated the community space on Powis Street with a Caribbean night, curry night, quiz night, carnival night and a drawing workshop.
- 5. Greenwich and Docklands International Festival** launched with an evening event that saw a tight rope walker cross General Gordon Square.

Business engagement and support

The council produced a map of businesses open after 6pm and set up a Night Time Enterprise Zone forum, which helped coordinate events, promotions and the later opening of businesses.

Marketing and promotion

Visit Greenwich and Greenwich Council developed the 'Woolwich Lates' brand and distributed a brand toolkit with downloadable assets. A promotional video was produced positioning Woolwich as a 'Lates' destination.

Promoting good work at night

A Night Worker Sub-Group comprising key officers in Public Health, Employment and Skills Support, and Adult Skills and Community Learning was established. The group devised a Night Worker Handbook detailing initiatives to support night workers, including Women and Girls Safety, Good Food in Greenwich, Welfare Rights, Cost of Living Advisory, Health and Fitness, and Greenwich Get Active services.

Safety

18 Night Hosts were deployed across seven Woolwich Lates events to welcome people to the town centre after 6pm and provide a reassuring and visible presence.



Night Worker Handbook

A practical guide supporting workers in Royal Greenwich during the night time.

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ROYAL borough of GREENWICH

The cover of the 'Night Worker Handbook' features a blue and green color scheme. It includes images of a chef, a construction worker, and a person in a uniform. The text is white and green.

Data snapshots: Extending opening hours and boosting activity on the high street after 6pm

The Night Time Enterprise Zones extended activities and opening hours into the night through events, targeted business support, marketing campaigns and engagement with local residents and businesses.



Bromley Winter Lights event

Events



- **56 events** funded
- Most people surveyed said the events made them **feel positive about the area** and they **would return** for similar events
- Events **will be repeated** beyond the programme, including Bromley's Health and Wellbeing Festival, Woolwich's Royal Arsenal Riverside Festival and Vauxhall's 'Queermas' night market

Late opening



- **65 businesses** extended their opening hours during Night Time Enterprise Zone 'Lates' events

Spend



- Average local spend during events increased by **up to 70%** from 6pm to 9pm compared to the same dates in 2022
- **Up to 70%** of surveyed event attendees visited a local business before or after their visit

Engagement with businesses



- **646 businesses** were engaged in the delivery of the programme
- **Night time stakeholder forums** were established in each zone

Footfall



- Events demonstrated the potential to **more than double** high street footfall between 6pm and midnight

Data snapshots: Improving access to shops, activities and services after 6pm

The zones encouraged existing businesses to stay open later to improve access to a range of shops, activities and services after 6pm. Night Time Enterprise Zone 'Lates' events also piloted activities and brought new uses to town centres after 6pm.



Woolwich Lates event

Infrastructure



- New **permanent infrastructure**, including outdoor power points and lighting, was installed
- Night Time Enterprise Zone funding helped make permanent an Experimental Traffic Order and **secure future funding** for public realm improvements

Marketing and communications



- **Bespoke branding and marketing** campaigns were designed for each zone and new social media channels were set up to promote them
- Night Time Enterprise Zone campaigns attracted over **4.6 million impressions** on social media

Diversifying and intensifying uses



- The programme introduced new activities to streets and spaces, including **silent discos in a theatre foyer, a makers' market in a nightclub, exercise classes in a public square, and health checks and sports on high streets**

Business support



- **Night Time Business Toolkits** were published to help businesses to trade after 6pm
 - Businesses received free marketing support and training to help them **reach new audiences** at night
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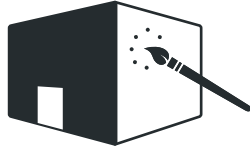
Data snapshots: Making the high street more welcoming and inclusive after 6pm

The three zones developed programmes to engage specific and under-represented target audiences. The zones piloted and extended safety initiatives, trained and accredited businesses, and secured additional public protection patrols and Night Hosts to promote feelings of safety and a sense of welcome in the town centres.



Bromley BR1 Lates event

Public art



- Three new **illuminated public artworks** were commissioned, including permanent murals and light projections
-

Safety



- **Over 69%** of people surveyed said they **felt safer** in their town centre during Night Time Enterprise Zone events
 - New **Women's Night Safety Charter signatories** were secured and safety accreditations for **Safe Havens** and **LGBTQ+ safe spaces** were awarded
 - Additional public protection patrols were funded and new **Night Hosts** were trained and deployed
-

Inclusion



- Events raised awareness about **neurodiversities** and helped ensure future events are welcoming and inclusive to all
-

Supporting start-ups and small businesses



- **146 small businesses and start-ups** were given opportunities to promote their skills, services and products at **night markets** in town centres
-

Engagement with residents and visitors



- **1,838 residents and visitors** were engaged through surveys and interviews
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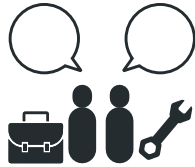
Data snapshots: Increasing the number of night workers benefitting from good work standards

Night Time Enterprise Zone funding provided an opportunity to better understand the night time workforces in the three zones and raise awareness about the specific support they require. All three zones ran campaigns, workshops and events to promote ways to improve their health, wellbeing, working conditions and pay.



Night worker engagement and advice in Vauxhall

Night worker engagement



- **143 night workers** were surveyed and interviewed about their experiences of working at night

Night worker support



- A **Night Worker Handbook** and health and wellbeing **events for night workers** were delivered
- Campaigns to **improve pay and work** standards were launched in each of the zones

Raising awareness



- Council departments **reviewed policies and services** to ensure night workers are better supported and have access to council services
 - Local **employers were trained** on ways to improve the working environments of night workers
-

What stakeholders said

“Each event brought thousands of additional people into the area. The increased visitor numbers drove additional revenue for businesses, many of which extended their opening hours, and brought fun and excitement to the High Street and beyond.”

Your Bromley BID

“[BR1 Lates events] were tremendously successful ... It is clear that there is an appetite both amongst residents and local businesses for more activity in our high streets in the evening”

Local Councillor in Bromley

“It was my first market and they made me feel so welcome. Because I had such a nice experience, I feel encouraged to do more.”

Start-up business owner in Vauxhall

“Opening until 9pm offered us more customers and gave us the opportunity to represent our business to a wider range of people than usual.”

Local business owner in Bromley

"I was very moved. Talking to other local people as we waited, all excited to come together for something different instead of ignoring each other on the bus as we usually would."

Attendee in Woolwich

"Being able to eat, drink and listen to music in the library was great!"

Attendee in Bromley

"What an incredible experience! Attended the Nigerian Independence Day celebration ... and it was nothing short of amazing."

Attendee in Vauxhall

"Residents have told me how much they value the events and they've had a really positive impact in the community."

Local Councillor in Vauxhall

"The show was spectacular and made me so grateful that there are still some arts that are free, inclusive and accessible to all despite funding cuts."

Attendee in Woolwich

Legacy and next steps

Bromley

Branding

Following the successful use of the BR1 Lates brand and Instagram page these will continue to be used for evening and night time events in the town centre through Your Bromley BID.

Events infrastructure

New power supplies have been installed to provide electricity to events and markets in the high street and an adjacent green space. This will reduce the reliance on portable generators and in turn reduce cost, noise nuisance and emissions.

Regular Lates

The success of the Library Lates Silent Disco prompted the Churchill Theatre to host three additional, ticketed silent discos, with the potential to make the events regular.

The Night Time Enterprise Zone inspired local venues to programme later events, such as the development of a Blues Night at the Bromley Little Theatre.

The proposed move of Bromley Central Library to the vacant Topshop unit on the high street will seek to incorporate some of the post-6pm events and activities trialled during the Night Time Enterprise Zone programme.

Annual events extended to other parts of the borough

The Sports and Wellbeing Festival will be run again in 2024 in another of Bromley's town centres, with a view to this becoming an annual event.

Lighting

New light projections were introduced onto the Churchill Theatre façade. They include BR1 Lates branding to continue promoting Bromley as a destination after 6pm. The projections also include designs that promote great nights out in Bromley and support a wider set of events and celebrations. New lighting was also installed at the gateways of the town centre to create an improved sense of welcome.

Good Work

The Good Work Bromley campaign, which was initiated by the Night Time Enterprise Zone programme, resulted in the launch of a new employment and skills hub.

Neurodiversity

The Umbrella Project art installation will be relocated to a permanent position within the borough. Future events will be designed, planned and managed to support people with neurodiversities to attend and participate.

Vauxhall

Branding

VauxhAll Night branding will be retained to promote future events and initiatives and provide a unified, recognisable identity.

Safe Havens and Lambeth Allies

Following training delivered through the Night Time Enterprise Zone, Vauxhall has nine new Safe Havens for women, girls and anyone feeling vulnerable in public space and ten new Lambeth Allies accredited safe spaces for LGBTQ+ people.

Business support

Business engagement carried out during the programme highlighted a need to locally share best practice on waste and noise management at night. As a result the council will publish a business toolkit to help business owners who are setting up businesses, working to extend their hours past 6pm or already operating at night.

Community engagement

Targeted engagement helped shape place- and community-specific projects and strengthen local placemaking. The council will continue this focus through engagement with local Somali, Horn of Africa and Latinx communities.

Murals

Two murals, one signposting Little Portugal and one celebrating LGBTQ+ communities, were delivered through the programme. They form the beginnings of stronger place-making for Vauxhall's neighbourhoods. The brief for the Little Portugal mural has provided a template for the council's Housing team to progress additional co-designed murals in other areas.

Low Line brief

The Night Time Enterprise Zone delivery team are feeding in to the brief for Lambeth's Low Line project, which has a night time focus and has secured £450k in funding.

Goding Street

The Night Time Enterprise Zone helped to ensure Goding Street's Experimental Traffic Order was made permanent. Upcoming UK Shared Prosperity Funding (UKSPF) will go towards public realm improvements on the street and the design will be informed by findings from events piloted through the Night Time Enterprise Zone.

Legacy and next steps

Woolwich

Evening events

The council has committed to maintaining the Woolwich Lates brand and funding additional 'Lates' events over the next calendar year. Family Fun Fridays, for example, will continue to run into the evenings next summer following their successful piloting during the Night Time Enterprise Zone programme.

Business case for later opening

The council will share detailed breakdowns of the impacts of events on footfall and spend with their partners and local businesses to continue to make the case for later opening during events.

Partnership working

Night Time Enterprise Zone partners and stakeholders in the town centre want to maintain the regular partnership meetings and working groups established for the programme. These groups could be expanded to bring in additional business representatives alongside resident and community voices. The partnership would maintain a focus on improving the experience of visiting Woolwich at night and would be tasked with coordinating the events calendar in the town centre. The long-term aspiration of the council is to establish a BID in Woolwich to support the delivery of a sustainably-funded and consistent evening and night time events programme.

Sharing lessons from the Night Time Enterprise Zone

The lessons and approaches of the Night Time Enterprise Zone will be shared and replicated where possible in other town centres such as Thamesmead or Eltham.

Beresford Square public realm

The redevelopment of Beresford Square and the market it hosts will build on the lessons learned through the programme to ensure the space is designed to support post-6pm activity, events and a sense of safety at night.

Fostering a local creative hub

The council will continue to work with local arts organisations, including Woolwich Works, Emergency Exits Arts and Tramshed, to foster a creative district and promote Woolwich as a destination for culture.

Night worker support

The council is seeking to repeat the Pop-up Night Worker's Surgery event in the Queen Elizabeth Hospital to support the borough's NHS workers.



Bromley Blues Club has been established in Bromley Little Theatre, inspired by the Night Time Enterprise Zone



Cllr Kemi Akinola (Deputy Leader of Wandsworth Council) and Cllr Claire Holland (Leader of Lambeth Council) at the launch of the cross-borough Low Line Vision, which has a focus on night time and has secured £450k funding



Concept designs for Beresford Square Market at night

Key lessons learned from the three Night Time Enterprise Zones

Civic pride

Whether a gathering of 100 people unveiling a mural on a street corner or 25,000 people at a light and food festival on the high street, Night Time Enterprise Zone events were highly valued.

Most attendees said that places felt safer during events, gave them the opportunity to experience something different, made them feel more positive about their areas, and would encourage them to visit again.

Mixed uses

The most successful events combined at least a couple of different activities and attractions such as food and drink available at crafts markets, cocktail-making alongside a book reading or live music accompanying street food markets.

Local businesses

Including local businesses in the themes and marketing of events is critical to ensure that they can capitalise on additional footfall that events attract. Giving local businesses a visible presence at the event through marketing, way-finding or pop-up opportunities is important in creating a strong link between public events and local businesses.

On-street way-finding

On-street way-finding, marketing and events branding is as important as online promotion.

Iterative approach

Consider an iterative approach to events by starting small, incorporating feedback from all stakeholders, and scaling up.

Play to your strengths

Delivering events can be complex and requires experience, so consider where events producers can help complement in-house skills and how events partners and creatives can help promote the event. This coordination can help grow and diversify their specific audiences too.

Set and track KPIs

Establish KPIs that relate to your objectives, identify data that you can access or collect to help measure success, and set up a spreadsheet that allows you to track and report progress as you go. This enables you to focus or redirect resources where required and keep partners up to date with impact reports.

Surveys

When surveying stakeholders, give space and time for qualitative feedback alongside standard questions. These elicit more nuanced insights and can spark new ideas and perspectives.

Accessibility

Integrate advice and ideas from accessibility experts into events programmes early on to ensure they are inclusive and can be enjoyed by everyone.

Attracting visitors from outside the borough

Market events well in advance and consider paid advertising if you want to attract visitors from outside the borough and outside London.

Communication

A single point of contact for the Night Time Enterprise Zones within each council benefits council colleagues and external partners, especially small businesses.

Night worker support

When thinking about ways to support night workers, start close to home. Carry out the Night Test on existing council policies and raise awareness among colleagues about the specific needs of night workers. Consider speaking to neighbouring boroughs to combine efforts to engage these hard-to-reach groups.

Opportunism

Assess 'daytime' projects and investments to see how they could benefit the place at night. Could an artwork be lit, for example? Could a daytime event extend into the evening or activate venues that are usually only open late at night?

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