

# Tips for Night Time Strategy Engagement

- » Use a range of in-person and online engagement methods throughout the development of the night time strategy
- » Target underrepresented groups including night workers and those who would not typically be motivated to engage
- » Make engagement accessible, convenient and attractive - consider timings, locations, language and incentives to participate
- » Develop strategies to reach specific target audiences through night time employers, social media channels or local and special interest groups
- » Include in-person, creative and playful methods that do not rely on verbal and written communication (e.g. drawing, photography)
- » Report back to those engaged, keeping them engaged

## Online surveys

- No more than 5-10 minutes to complete
- Run for 6-8 weeks (minimum 4 weeks), avoiding holiday and festive periods
- Include enough background information and technical explainers for informed responses
- Clearly set out the scope of the survey and share other ways people can give their views on issues that fall outside its scope and purpose
- Collect demographic data and track how representative respondents are
- Include a mix of open (free response) and closed (multiple choice) questions
- Use existing networks and communication channels to promote the survey, e.g. council channels, community groups, night time employers, BIDs, venues and events
- Use posters or flyers with QR codes and ensure surveys are legible on mobile devices

## In-person engagement

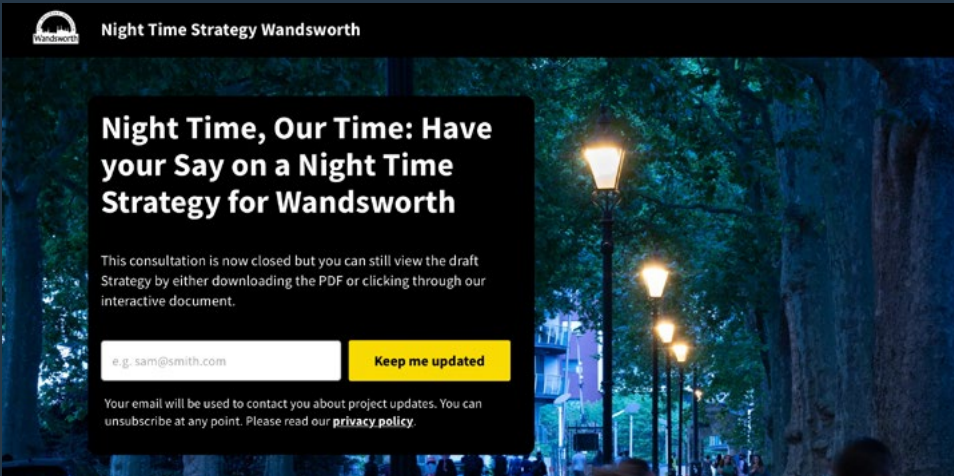
- Incentivise participation and compensate people for their time and expenses (e.g. travel and childcare)
- Think about what you can offer participants, such as training or networking opportunities
- Choose an accessible venue with good transport links
- Schedule at a convenient time for target attendees
- Engage night workers during their paid shift, not during breaks
- Encourage participants to share their lived experiences and local expertise
- Avoid deferring to people that are easiest to reach but may be community gatekeepers
- Be fun and engaging, working with creatives to use art-based or participant-led methods
- Link people to an online survey and allocate time in the agenda to fill it in



## Participative governance

Camden's Evening and Night Time Citizens' Assembly

- [Link to report](#)
- [Link to Citizens' Assembly FAQs](#)
- [BSL video](#)



## Digital platform

Wandsworth's Night Time Strategy website

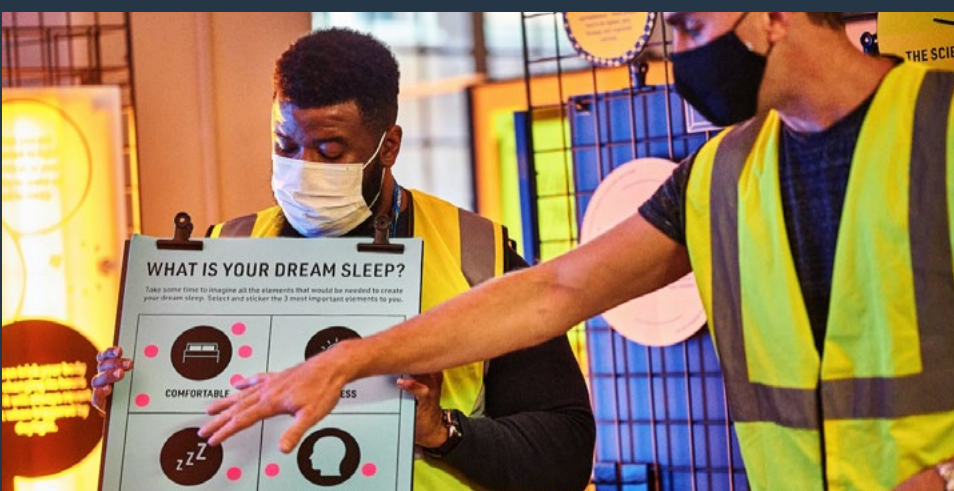
- [Link to website](#)
- [Link to 'Work' video](#)
- [Link to 'Play' video](#)



## Arts led

Wandsworth Council arts-led engagement

- [Link to Wandsworth Council's arts-led engagement](#)
- [Link to Wandsworth Listening Project](#)



## Night workers

The Liminal Space's Night Club

- [More information about Night Club](#)