



## **Case Study**

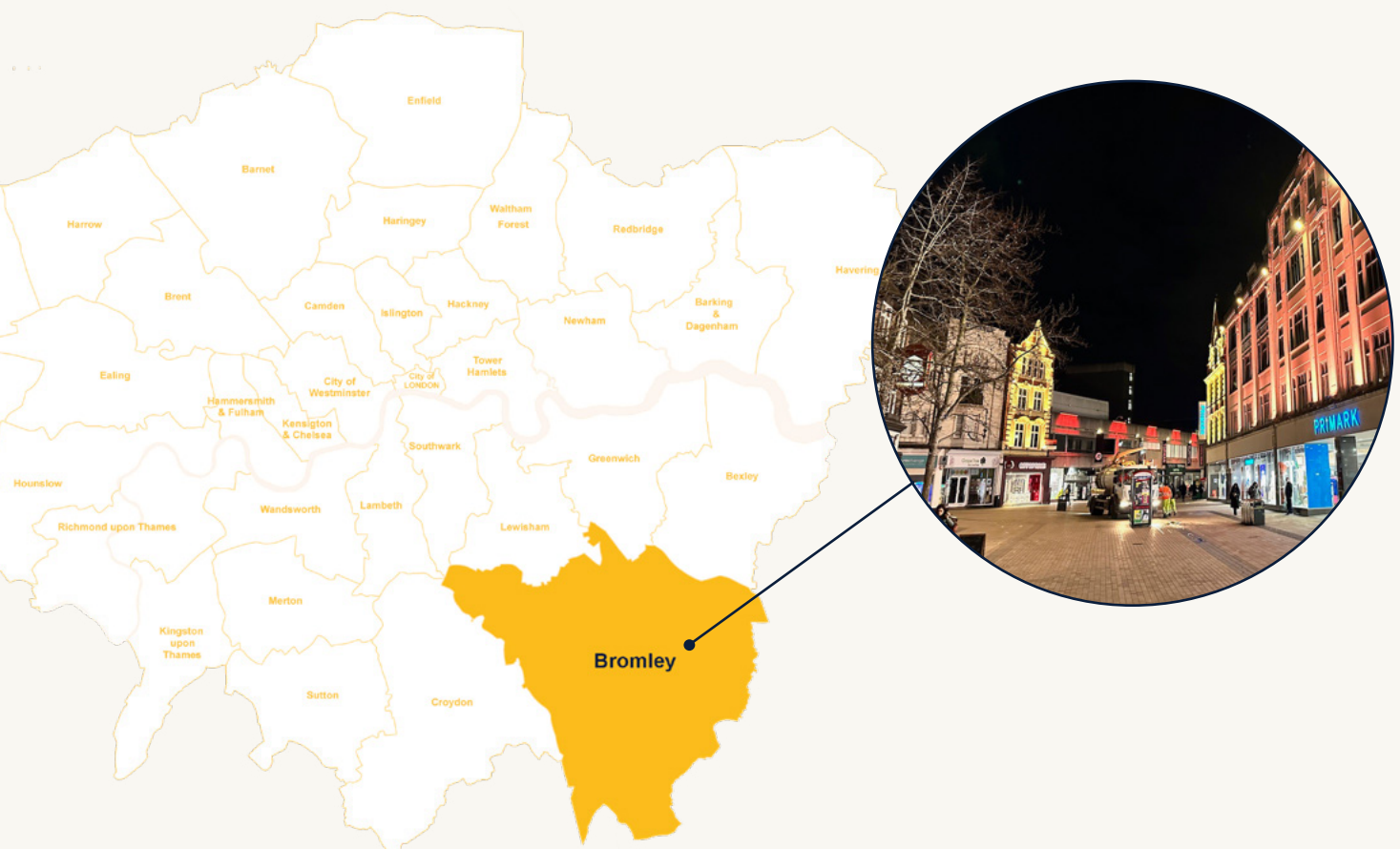
Valuing the Night-Time Economy  
For the London Borough of Bromley

## Background

The Mayor of London selected Bromley Town Centre as one of London's three new Night Time Enterprise Zones (NTEZs) in 2022 and as part of that project research was undertaken into Bromley at Night.

The project had three main aims:

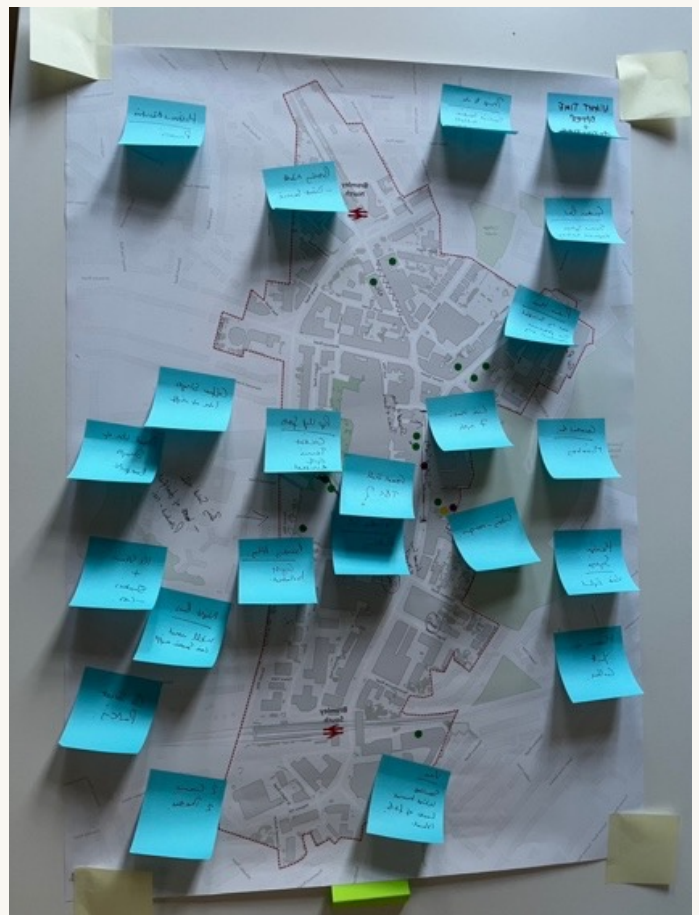
1. The research primarily aimed to understand the challenges faced by businesses to remain open later in the evening – and what may be needed to encourage them to do so. This included direct engagement-led analysis of the barriers for visitors and users of the high street including night time workers.
2. A secondary aim was to produce a business toolkit that provided information on operating at night in order to encourage extended opening hours.
3. A third aim was to produce a place-based assessment of the potential costs and benefits of extended opening hours.



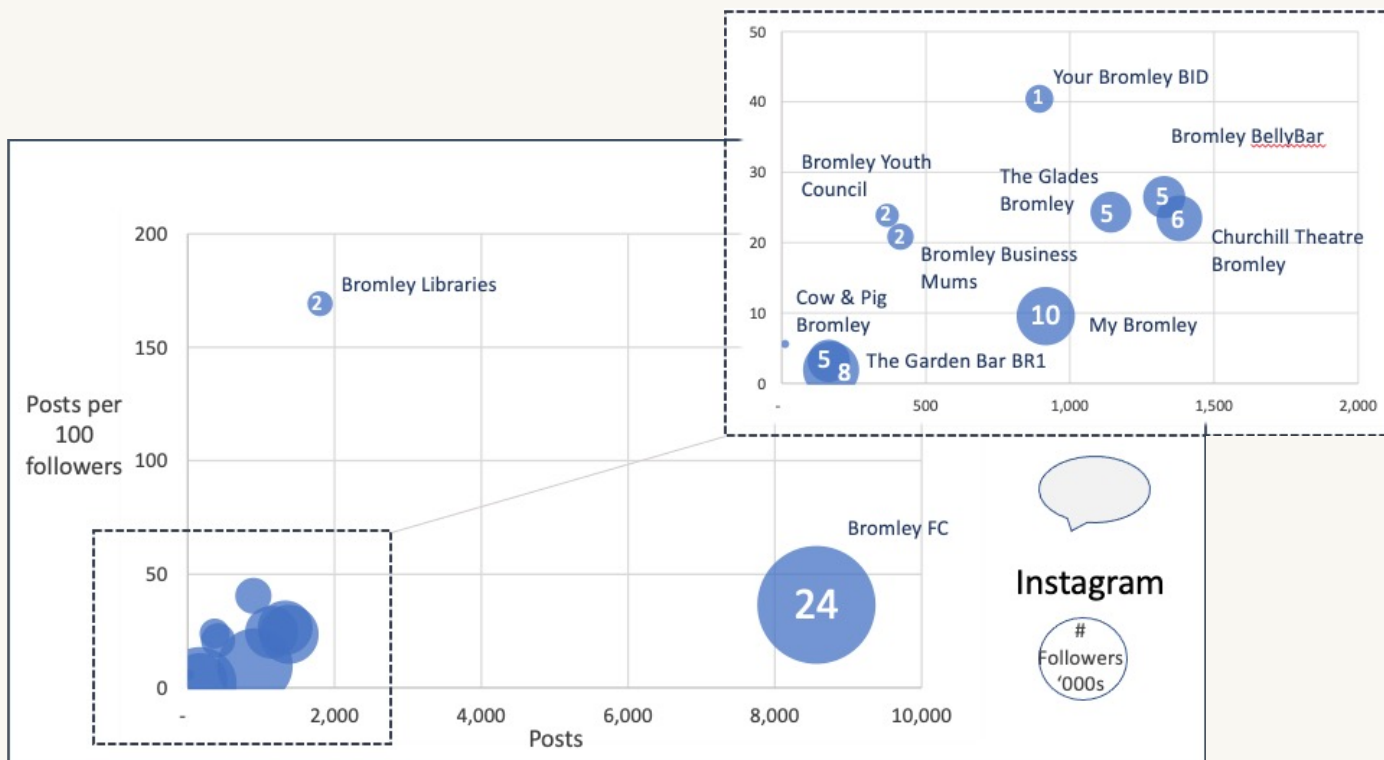
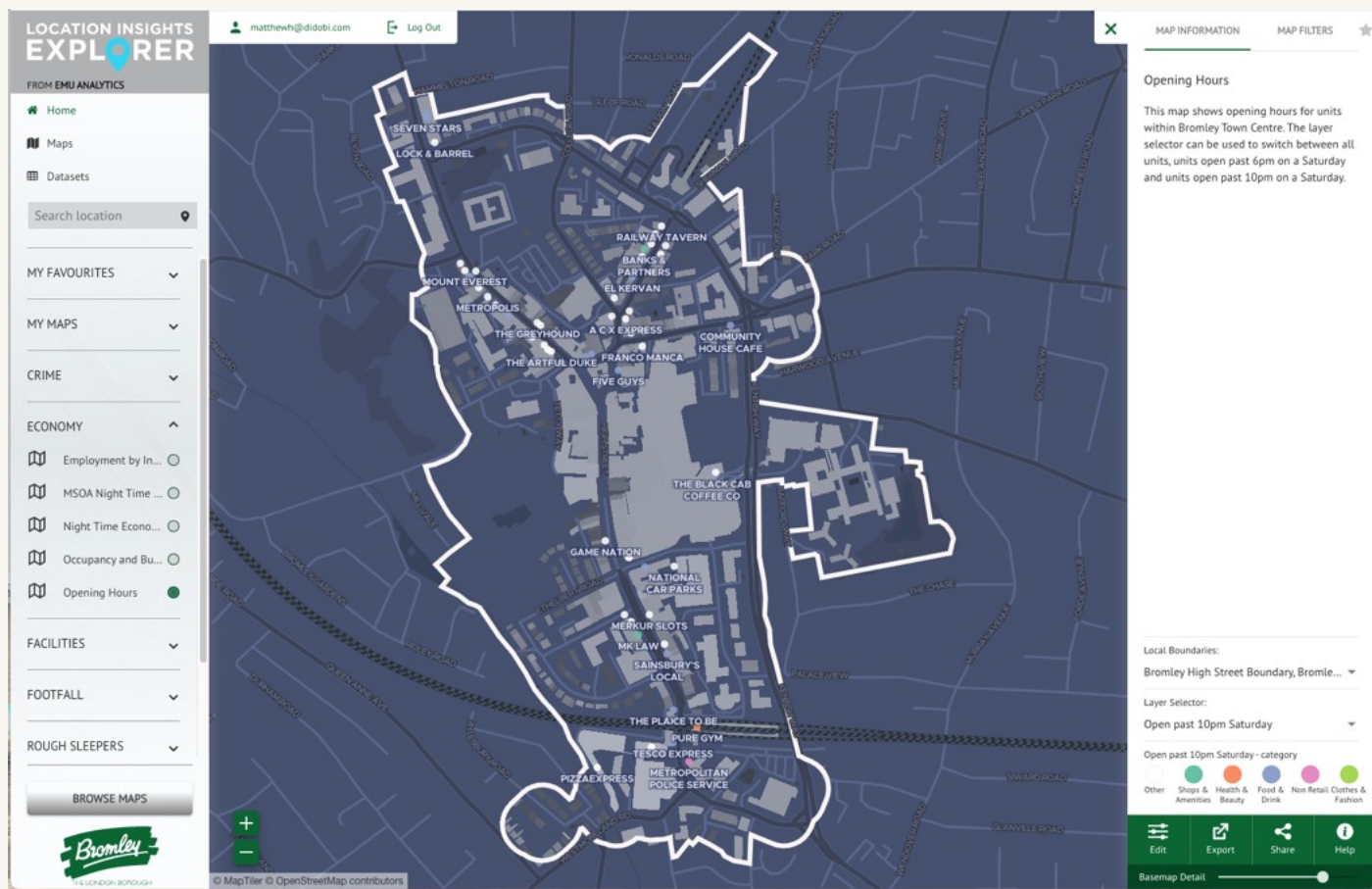
## Approach

In order to achieve the outputs, we gathered the data and evidence through:

- Carrying out field research in Bromley.
- Leading in-person and online stakeholder meetings
- Leading a workshop with key stakeholders.
- The creation of and running three surveys – for businesses, night workers and residents.
- Sourcing and analysing open and commercial data to establish an evidence base and digital dashboard.
- Creating a toolkit for businesses to assist them in operating at night.



# Approach



# Services and support delivered

The project was carried out in three key delivery stages:

## 1. **Engagement**

Engagement took place with businesses, night time workers and local communities. We reviewed all related consultation reports and strategies before beginning with a comprehensive stakeholder mapping phase to identify key stakeholders and ensure our consultation was representative of all target groups, particularly young people. Engagement was via an online site, interviews and holding workshops. In total over 800 people took part in the consultation process.

## 2. **Creation of a Business Toolkit**

Feedback from the engagement phase fed into the tool kit development.

The toolkit includes:

- Scene-setting: Description of the evening and night time economy ambitions for Bromley and why this will benefit businesses
- Bromley town centre mapping
- Examples where night time strategies have been effective in town centres similar to Bromley.
- Practical information (including hyperlinks to information portals) on planning, licensing, insurances, food and hygiene standards, trading regulations, safety, marketing.
- Links to general resource information

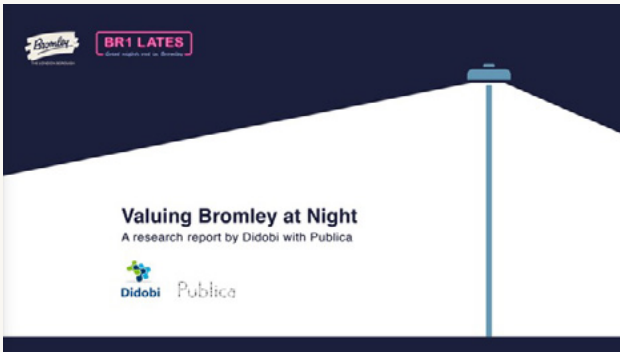
## 3. **Economic impact assessment of businesses opening longer**

To inform our understanding of the likely economic Returns on Investment (RoI) we carried out an assessment of potential Full Time Equivalent (FTE) employment and GVA impacts. The benefits derived could then be compared to the known additional costs (policing, town centre management, targeted interventions) which were identified with relevant parties.

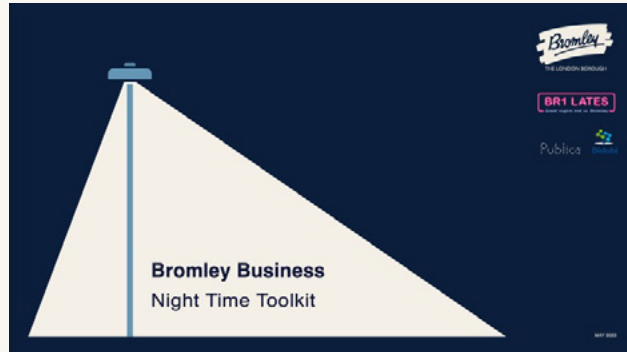
## Outputs

Our outputs to the London Borough of Bromley have been key to informing the projects and activities designed as part of the Bromley NTEZ by the Council and local economic partners:

**a. Valuing Bromley at Night research report (65 pages)**



**b. Bromley Business Toolkit (26 pages)**



## Client commentary

“The work carried out by Didobi and Publica has been comprehensive, thought provoking and highly collaborative. It has provided an important evidence base of data and community feedback as to how we can enhance Bromley at Night. The toolkit will be a great support to both the Council and local businesses as it is full of practical guidance along with important information links and most importantly case studies that we can strive to follow.

This project has clearly identified the significant potential Bromley has to develop our evening and night time offer and to build on the strong partnerships that exist within the town and which the NTEZ, Council and Your Bromley BID funding will enable us to develop over the coming months.

I and my colleagues enjoyed working with the Didobi and Publica teams as they brought energy, knowledge and expertise from their experience of working with towns across London and the wider UK.”

**Hal Khanom,**

Head of Economic Development,  
London Borough of Bromley

## **About Didobi**

Didobi is a team of highly experienced specialists who deliver independent, innovative and clearly written research, insights, reports and content to public and private sector clients for the built environment. These include data science, data quants, research, placemaking, communications and strategy. This unique combination of experience and knowledge has earned Didobi a reputation for distilling data into practical advice and knowledge that enables better strategic decisions and problem solving. We work directly and as well as a collaborate with our partners to meet the specific challenges and needs of our clients as a consortium.

Since its launch in 2018, Didobi has worked with a diverse range of clients including Amazon, the Investment Property Forum, Coal Pensions Trustees, the Urban Land Institute in both Europe and Asia Pacific, Vinci plc, the Greater London Authority and many local authorities across the UK.

## **About Publica**

Publica is a London-based urban research and design consultancy with specialists in night time and lighting, urban design, planning, policy, research and communications. Satu Streatfield – a Mayor’s Design Advocate for night time strategies, leads Publica’s work in the field. Publica undertakes rigorous research and engagement to develop evidence-based visions, strategies and designs to achieve inclusive and sustainable growth, policy and planning. The practice has worked with a broad range of clients across the public and private sectors. The work is varied and interdisciplinary with the common denominator being the desire to improve people’s quality of life and improve the quality and sustainability of the design of our public environments. Publica works at city scale, neighbourhood scale and street scale.



This project was delivered in May 2023 in partnership with Publica Associates Ltd. Didobi and Publica are currently working together on behalf of the Greater London Authority's 24-Hour London team to provide a programme of tailored guidance, workshops and events to support London boroughs in developing night time strategies to bolster the 24-hour economy.

For further information on how we help support an evening and night time economy then please get in touch.

Didobi  
7 Bell Yard,  
London,  
WC2A 2JR

+44 (0)203 633 6718  
[www.didobi.com](http://www.didobi.com)

Publica  
Hamilton House  
1 Temple Avenue,  
London, EC2Y 0HA

+44 (0)20 7490 3986  
[www.publica.co.uk](http://www.publica.co.uk)



Publica