

MAYOR OF LONDON

Night Time Enterprise Zones Evaluation

Full Report



February 2024

Night Time Enterprise Zones Evaluation Full 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.

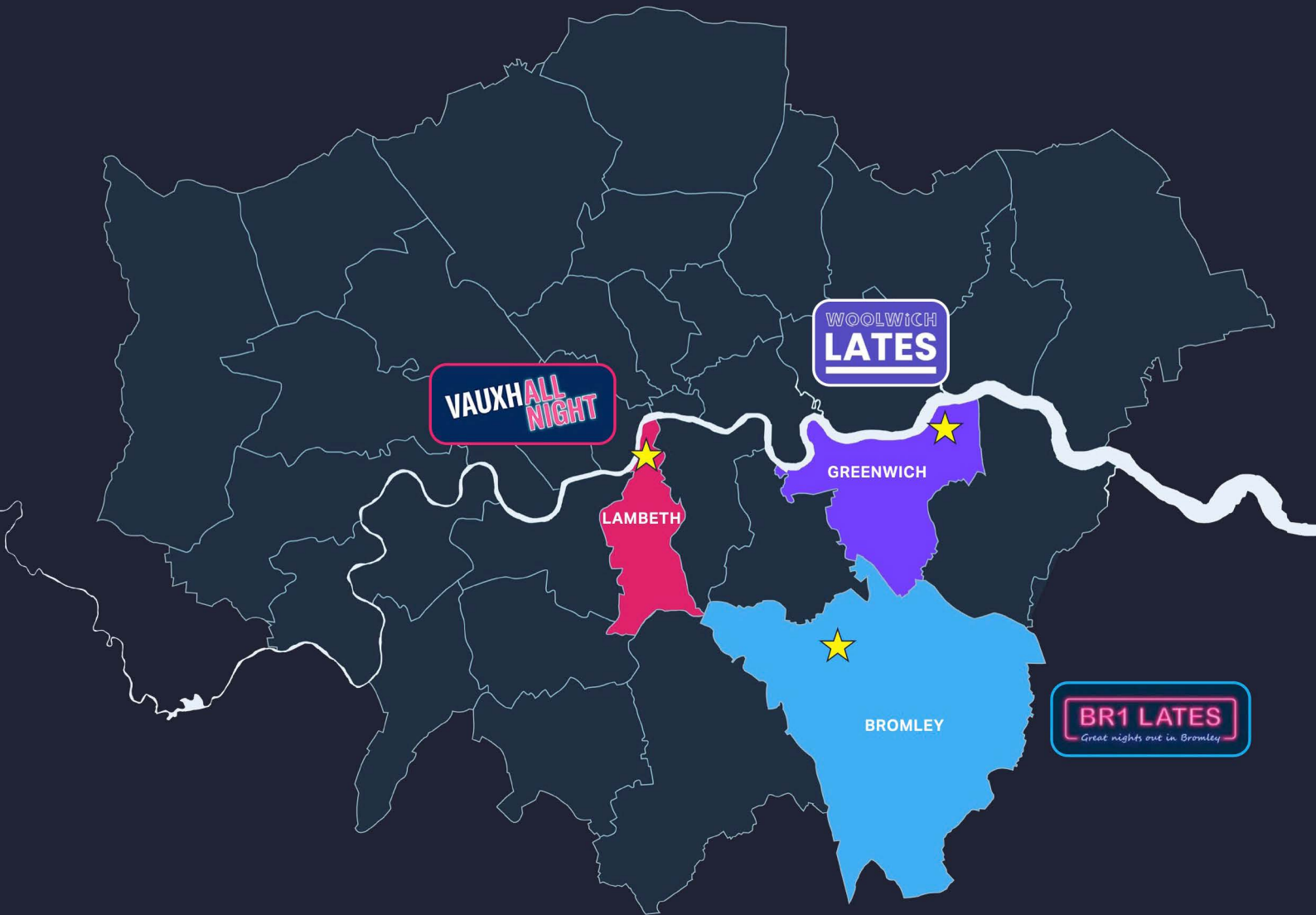
Following a successful pilot in 2019, the Mayor expanded his Night Time Enterprise Zones programme across the capital, inviting boroughs to apply for funding for year-long programmes, starting in November 2022.

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 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.

SUPPORTED BY MAYOR OF LONDON

ROYAL borough of GREENWICH

The cover of the 'Night Worker Handbook' is set against a purple and blue background with a white crescent moon graphic. It features three small inset images: a chef in a white hat, a construction worker in a hard hat, and a person in a dark uniform. The text is clean and modern, with the title in large white font and the subtitle in a smaller white font. At the bottom, it lists the supporting organizations: the Mayor of London and the Royal Borough of Greenwich.

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



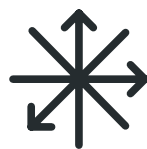
- New **permanent infrastructure**, including outdoor power points and lighting, was installed
- Night Time Enterprise Zone funding helped make permanent an Experimental Traffic Order and **secure future funding** for public realm improvements

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
-

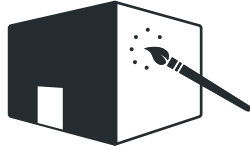
Data snapshots: Making the high street more welcoming and inclusive after 6pm

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
-

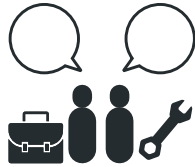
Data snapshots: Increasing the number of night workers benefitting from good work standards

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?

FINDINGS FROM NIGHT TIME ENTERPRISE ZONES

BROMLEY

Introduction to Bromley Town Centre

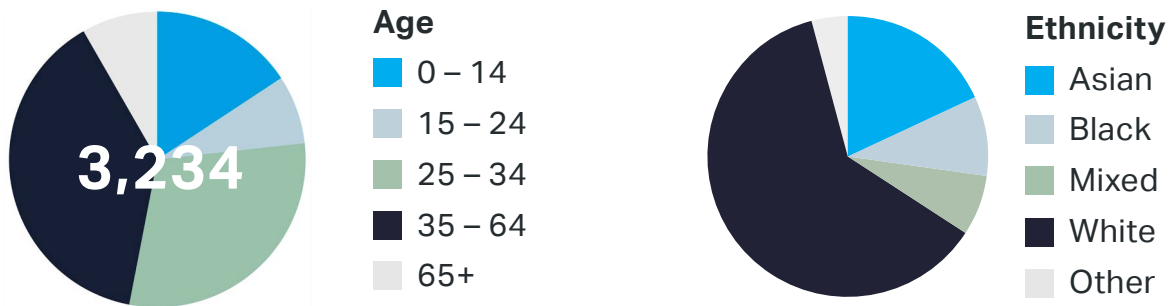
Bromley Town Centre is a Metropolitan Town Centre in the Outer London Borough of Bromley. It is the borough's civic and commercial centre and is home to The Glades shopping centre and a mix of retail, leisure and office uses. Community and cultural venues include the Churchill Theatre, Bromley Library and Bromley Little Theatre. The town centre has a high proportion of national retailers and large commercial units with 48% of premises occupied by national chains.

The focus of the Night Time Enterprise Zone was the high street, which is predominantly retail-led and pedestrianised along a stretch of 350m. The main transport hub is Bromley South Station, south of the pedestrianised area. Hospitality venues, such as pubs and restaurants, are concentrated to the north of the high street towards Bromley North Station.



Demographics

The 2021 Census recorded 3,234 permanent residents within the Night Time Enterprise Zone Boundary.

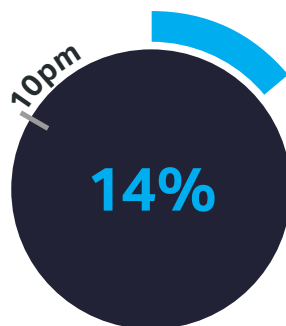


Businesses

Bromley Town Centre has 573 commercial outlets, of which just over half (52%) are independently operated and 14% open after 10pm.



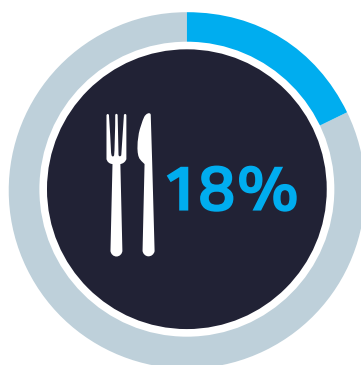
Business number and % independents



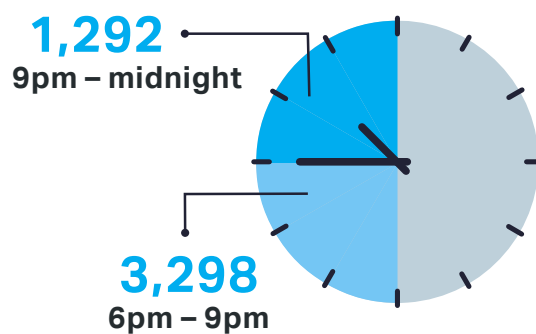
% businesses open past 10pm



Vacancy rates



% premises occupied by hospitality businesses



Average daily footfall

Why Bromley Town Centre as a Night Time Enterprise Zone?

Challenges identified before the programme

Lack of vibrancy after 6pm

Bromley Town Centre lacks vibrancy after 6pm. There is a sharp decline in the number of outlets open after 6pm and consequently significantly lower levels of footfall.

Poor perceptions of safety

The lack of activity after 6pm has a marked impact on people's perceptions of safety walking through the pedestrianised high street at night. This particular part of the high street includes a concentration of retailers, most of which pull down their shutters or switch off their lights after 6pm.

Poor pay and working conditions for night workers

Bromley Council conducted surveys that highlighted challenges relating to pay and working conditions at night. The surveys revealed that 32% of night workers earn below the London Living Wage. In general, people working in the area earn 20% less than those who live in the area and work elsewhere. This is a significant pay disparity suggesting the local economy could be strengthened to support good quality employment at night.

Lack of night time management, strategy or governance

There is no formal partnership nor strategy for managing the town centre in the evening and at night.

Opportunities identified before the programme

Piloting and testing new events and activities

The Night Time Enterprise Zone would provide an opportunity to pilot new events in the town centre after 6pm to test how successfully they could boost footfall. The events could activate the town centre and attract those who would not usually stay out or visit after 6pm. The Night Time Enterprise Zone would allow Bromley Council to assess demand for different evening and night time activities and could help make an economic case for regular events and activities after 6pm.

Build partnerships

The Night Time Enterprise Zone programme would help strengthen partnerships with local night time venues, business groups and stakeholders to develop a shared approach to managing and promoting the town centre at night. Better partnership working and cross-departmental coordination could unlock opportunities to strengthen the arts, entertainment and recreation sector and support the town centre's economic diversification.

Collect better data

The programme would provide an opportunity to access and collect better night time-specific data. This would allow Bromley Council to better understand the experiences of night workers and business owners operating at night. It would also allow the council to benchmark metrics such as footfall and spend to evaluate and report the programme's impacts.








Locations of activities

Bromley Night Time Enterprise Zone events were concentrated in the pedestrianised area of the high street. This area sees a sharp decline in footfall and activity after 6pm and can feel deserted and unsafe as a result. The Night Time Enterprise Zone activated the high street with BR1 Lates including sports, market stalls, street food, art displays, workshops, live music and play.

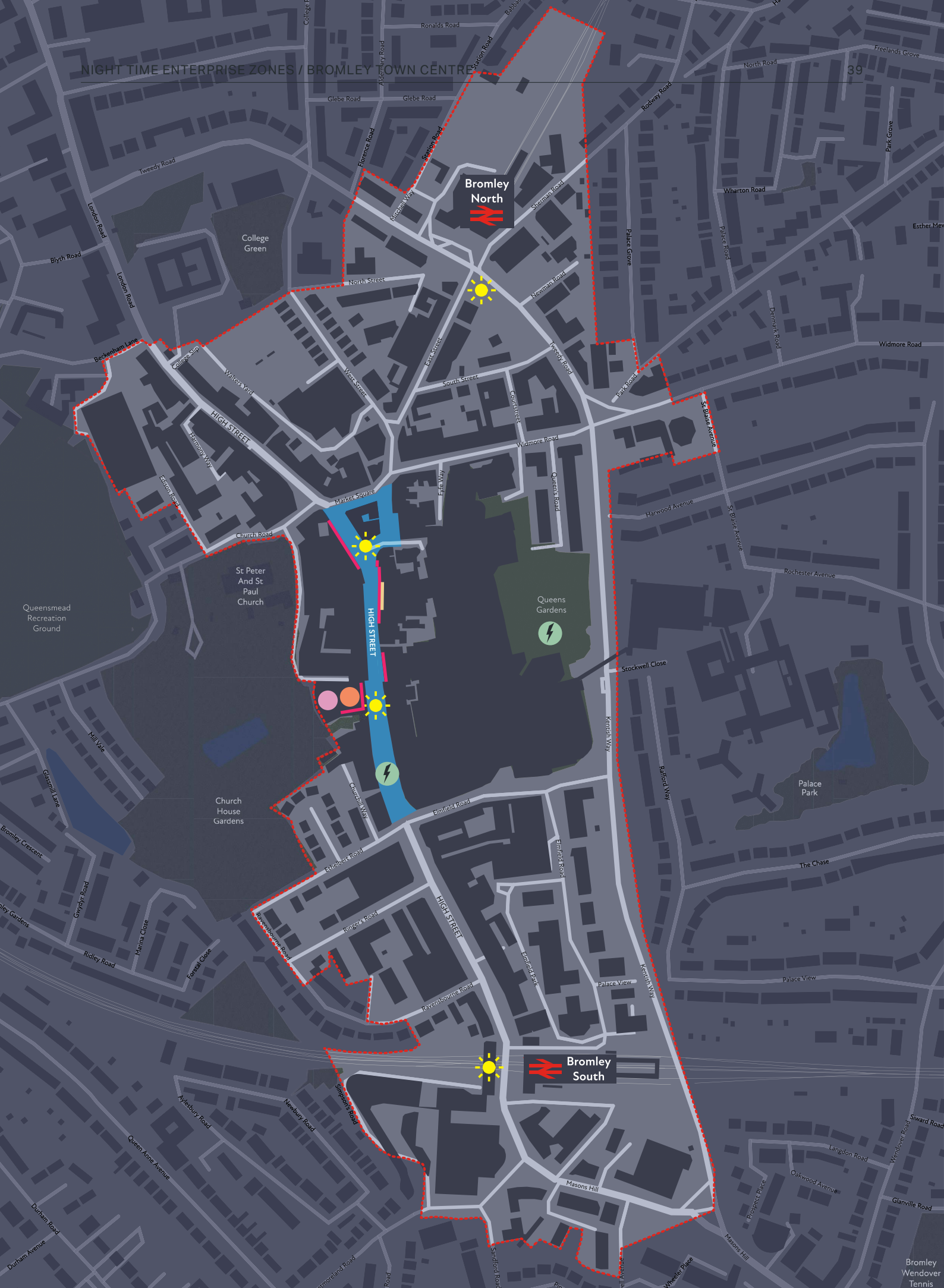
The events prompted building owners to coordinate their façade lighting. They switched the colour of their lighting to match the BR1 Lates brand colour to create a unified, festive look and feel. The lighting visually linked all participating businesses and venues to the event.

Permanent new lighting to the town centre gateways at Bromley North and Bromley South stations creates a sense of arrival after dark and projections on the Churchill Theatre help with wayfinding after dark.

Key

-  Pedestrianised high street
-  Churchill Theatre
-  Bromley Library
-  Coordinated façade lighting
-  BR1 Lates window displays
-  New electricity feeder pillars
-  New permanent lighting

NIGHT TIME ENTERPRISE ZONES / BROMLEY TOWN CENTRE



Snapshot of impacts



Three BR1 Lates events

**Average footfall during events
increased by 107% 6pm-9pm and
132% 9pm-midnight¹**



**1.7m impressions on
social media**

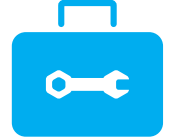
**34 businesses and organisations
involved in the delivery of events**



**81 businesses and 774 residents
and visitors engaged through
surveys and interviews**

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

A new Bromley Business Night Time Toolkit developed to support businesses trading or wanting to trade after 6pm



New permanent lighting at gateways to the town centre and light projections on the Churchill Theatre

Two new permanent power supplies installed for future events



Good Work Bromley initiative established and 114 night workers consulted through surveys and interviews

New Bromley Town Centre Steering Group established



Input from the council's Special Educational Needs and Disabilities (SEND) team included in Night Time Enterprise Zone events and all future events

Events

Sport & Wellbeing Festival 4pm – 9pm 25th July 2023

The Sport and Wellbeing Festival took place on the pedestrianised high street and included a variety of interactive sport and wellbeing activities, such as a climbing wall, BMX track, mini golf, wellbeing tents and taster sessions for sports including rugby, dodgeball and tennis.

The Umbrella Project - an art installation of colourful, illuminated umbrellas - was also launched, raising awareness of neurodiversities.

Snapshot

- **118% increase in footfall** on the high street¹
- Digital campaign attracted **429,064 views**
- Three businesses **extended opening hours**, with one (Crêpeaffaire) seeing their **turnover double** compared to an average day
- Spend in the town centre was **1.7 times** the pre-Covid-19 average²

¹ Springboard data, 6-9pm compared to the week before (BT data is unavailable)

² Mastercard spend data for event day compared to pre-Covid-19 baseline



**“It would be great if you
could do this every year!”**

Attendee



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

Business owner

Events

Winter Lights Spectacular 5pm – 9pm 25th October 2023

The third event of the programme brought a variety of interactive light displays, playful installations and activities to the high street. These included sensory spheres, light tunnels, drumming performances, jugglers, face-painting, cocktail masterclasses, a ghost walk and a giant light-up piano.

Snapshot

- Spend on food and drink **2.5 times higher** than average pre-Covid-19¹
- **£4,640** spent across four food trucks
- **Footfall up by 112%²** and library **visits up by 90%** compared to previous week
- **43 attendees** to the Bromley Civic Society Ghost Walk
- **865,191 views and 8,046 interactions** through paid social media campaign

¹ Mastercard spend data for event day compared to the same day for a pre-Covid-19 baseline

² Springboard data, 6-9pm compared to the week before (BT data is unavailable)





Case study – Library Lates

Bromley Council organised the Library Lates event in Bromley Central Library to kick off the BR1 Lates programme. The event extended the library opening hours with live music, cocktail-making masterclasses, book readings, local history exhibitions and a market. The library also partnered with the Churchill Theatre next door, hosting a silent disco in their foyer.

The library is located in the middle of the pedestrianised high street, an area that lacks activity and businesses open at night. This contributes to a perception of the street as unsafe and unwelcoming after 6pm. The event brought the council-owned library into evening and night time use for the first time and brought life to the high street after 6pm.

Lessons learned

- The event proved the viability of using the library as an evening and night time venue to host a large, free public event.
- The trial revealed the strong demand for night time activation in the town centre and an appetite for family-friendly events.

Legacy

- Following the success of the Night Time Enterprise Zone event, the Churchill Theatre trialled three more ticketed silent discos.
- GLL, who manages the library, is now looking at hosting similar Library Lates events in Dudley, Lincolnshire and Wandsworth. The event was so popular that GLL opened late for every BR1 Lates event.

Partners

Organisers: Bromley Library | Venue owners: Churchill Theatre |
Promotion: Your Bromley BID | Programme organisers: Proactive Bromley, Start-up Bromley, Greener and Cleaner Bromley, Bromley Museum and Archive, Bromley Civic Society



Snapshot

- **2,979 attendees to the library**
- Spend across the town centre **1.7 times higher** than average pre-Covid-19¹
- **Nine Start-up Bromley businesses** took part in the event
- **Footfall up 40%** in the town centre compared to the previous week²
- **428,759 impressions** on social media campaign

¹ Mastercard spend data for event day compared to pre-Covid-19 baseline

² Springboard data, 6-9pm compared to the week before (BT data is unavailable)

Community engagement

Bromley Council did extensive engagement in 2023 that helped them decide the types of events to organise during the programme. This included three surveys targeting local residents, visitors to the town centre and night workers. The surveys revealed the types of activities each group did in the town centre after 6pm and the activities and events they would like to see in Bromley.

774 residents responded to the survey. Over three quarters wanted to see more live music and comedy venues (78%), restaurants (78%) and arts and cultural venues (76%) in the town centre. 65% of respondents also wanted to see shops opening later.

81 businesses were surveyed and interviewed. When asked what would encourage them to stay open later, a third said that a comprehensive events calendar including food festivals, live music, night picnics and open-air films would encourage them to extend their opening hours into the evening.

These surveys were repeated at the end of the programme to evaluate the its impact and establish what people had liked and would want to see repeated. Surveys were also conducted at each event to understand the demographics of people attending and identify which specific aspects they enjoyed or would want to see in the town centre again.

“I would like to see an open-air concert, evening market, evening shopping and events showcasing local talent”

“I’d like to see coffee shops keep the same hours as pubs. Not everyone wants alcohol or food when they socialise at night”

Business engagement and support

A business toolkit was developed, published and promoted to provide advice and guidance to businesses and venues currently open past 6pm and those considering opening later. The toolkit was designed as a one-stop-shop for businesses to find out about local licensing and planning policies, food hygiene regulations, outdoor dining applications and other regulatory services. It contains links to guidance and relevant council forms, strategies and web pages.

The toolkit establishes what a good evening and night time business operator looks like and points to examples of best practices. It sets out the council's expectations and supports businesses to open later.

The toolkit has been shared through existing partnerships and forums, such as the Licensing Partnership, Bromley Economic Partnership, the council's website and e-bulletin, Your Bromley BID and Bromley Business Hub.

The development and dissemination of the toolkit fostered closer working between the economic development and licensing teams at the council, ensuring the two teams were promoting a shared and consistent message to businesses about the council's approach to later opening in the town centre.

"The business toolkit has proved to be a valuable source of information for businesses in Bromley that are considering opening late"

Your Bromley BID

Night worker engagement and support

70 night workers were surveyed at the start of the programme to better understand their working conditions and the challenges they face.

As part of its support for night workers, Bromley Council launched Good Work Bromley to promote best practices for night time employers and signpost advice and support for employees. The campaign profiles employers in the town centre that have adopted best practices and links to resources and support.

Snapshot

- **32%** of survey respondents were **not paid the London Living Wage**
- **22%** of respondents **did not feel safe** in Bromley at night

“As a woman, I feel extremely vulnerable, which is why I drive otherwise I would take public transport at night”

Marketing and communications

The BR1 Lates brand was developed at the start of the programme and all of the marketing materials, including digital posts and physical posters, were branded consistently with the BR1 Lates logo, colour palette and messaging.

The marketing campaign for events prompted the council to develop new channels of communication such as a BR1 Lates Instagram page. The programme used features such as boosting posts to reach a wider audience and successfully attract people from outside the borough.

The BR1 Lates branding and Instagram page will continue to be used for evening and night time events in the town centre through Your Bromley BID.

The visual identity of the Night Time Enterprise Zone also informed the design of graphic light projections for the Churchill Theatre façade, further strengthening the brand. Your Bromley BID is building on the BR1 Lates format through other campaigns, such as 'Bromley BR1ngs Christmas'.



BR1 LATES
Great nights out in Bromley

presents

LIBRARY LATES

Cocktail master class
Silent disco
Street food
Live music
and more

www.bromley.gov.uk/BR1Lates

2022 © London Borough of Bromley A product of Strategy, Performance and Corporate Transformation
Stock Imagery by Freepik

BR1 LATES
Great nights out in Bromley

PRESENTS

WINTER LIGHTS SPECTACULAR

WEDNESDAY 25th OCTOBER
5pm-9pm

PEDESTRIAN HIGH STREET, BROMLEY

INTERACTIVE LIGHT TUNNELS
SENSORY LIGHT UP SPHERES
SMART WALK ON LIGHT UP PIANO
COCKTAIL MASTERCLASSES AND STREET FOOD
CHARITATABLE PHOTOBOOTH
LIVE MUSIC AND STREET PERFORMERS
GLOW IN THE DARK FACEPAINTING

Bromley YOUR BROMLEY MAYOR OF LONDON

Free Event

BR1 LATES
Great nights out in Bromley

PRESENTS

High Street Lates
A Sport and Wellbeing Festival

Tuesday 25th July
4pm to 9pm
Bromley High Street

www.bromley.gov.uk/BR1Lates

Bromley YOUR BROMLEY PROACTIVE Bromley MAYOR OF LONDON
2022 © London Borough of Bromley A product of Strategy, Performance and Corporate Transformation
Stock Imagery by Freepik

BR1 LATES
Great nights out in Bromley

PRESENTS

WINTER LIGHTS SPECTACULAR

SPARKS DRUMMERS	JUGGLERS	BALLERINA	DISCO HEADS
6 PM	5.30 PM	5.15 PM	6.30 PM
7 PM	6.30 PM	6.20 PM	7.30 PM
8 PM	7.30 PM	7.20 PM	8 PM
		8.20 PM	

TONIGHT FROM 5PM

BR1 LATES
Great nights out in Bromley

PRESENTS

WINTER LIGHTS SPECTACULAR

WEDNESDAY 25th OCTOBER
5pm-9pm

PEDESTRIAN HIGH STREET, BROMLEY

www.bromley.gov.uk/BR1Lates

Bromley YOUR BROMLEY MAYOR OF LONDON

BR1 LATES
Great nights out in Bromley

PRESENTS

WINTER LIGHTS SPECTACULAR

WEDNESDAY 25th OCTOBER
5pm-9pm

PEDESTRIAN HIGH STREET, BROMLEY

www.bromley.gov.uk/BR1Lates

Bromley YOUR BROMLEY MAYOR OF LONDON

Case study – Marketing and promotion

Bromley Council developed a multi-media campaign for each of their events under the BR1 Lates Night Time Enterprise Zone branding. A mix of digital and physical communication methods were used including social media posts, website announcements, digital billboards, paid-for digital campaigns, leaflets, posters, banners, window vinyls and printed tote bags. Partners such as Your Bromley BID also used their channels to engage with their specific audiences.

The campaigns provided a unified and coherent message about the varied events programme and positioned Bromley as a destination for great nights out.

Lessons learned

- Paid-for advertising successfully increased the reach of the marketing campaigns for the events beyond Bromley and boosted attendance. Future events being marketed in the town centre will use a similar communications strategy to reach a wide audience.

Legacy

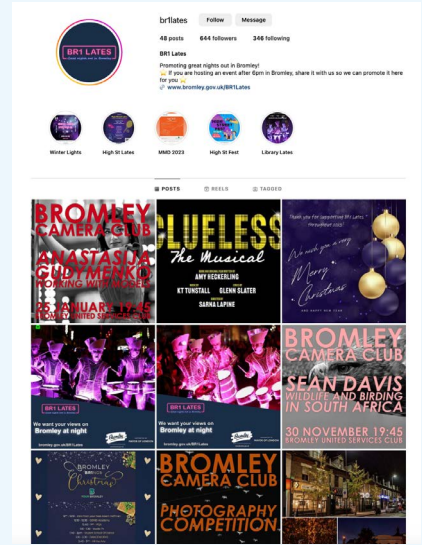
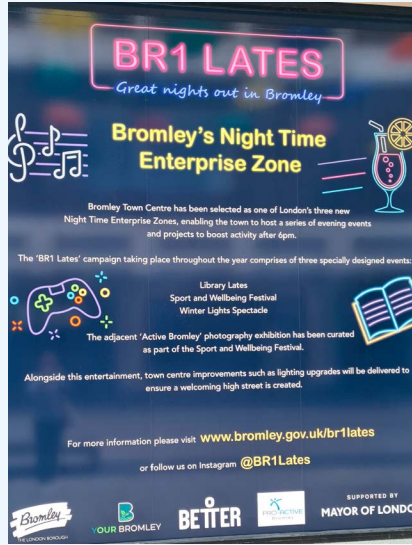
- Following the success of the BR1 Lates Instagram page, Your Bromley BID will maintain and update it after the programme.

Partners

Glades Shopping Centre | Churchill Theatre | Your Bromley BID | GLL
| Proactive Bromley | Start-up Bromley | Bromley Children and Family
Forum | Community Links | Bromley Civic Society

Snapshot

- **Five** marketing and promotion campaigns
- **1.7 million** impressions on social media



Partnership working

The Bromley Town Centre Steering Group was set up in February 2023 to coordinate the programme. The steering group met monthly and brought together local stakeholders and businesses to discuss the Night Time Enterprise Zone programme and support the planning and delivery of events.

Internal relationships with other council departments, such as the council's Special Educational Needs and Disability (SEND) team, were also strengthened and established a model for delivering more accessible and inclusive events alongside the Kent Association for the Blind.

Strong partnerships were developed with external stakeholders, with many remaining engaged throughout the programme and participating in events. For example, the Central Library and Start-up Bromley programme both supported and actively participated in every BR1 Lates event, with the library hosting film screenings and market stalls from the Start-up Bromley cohort of entrepreneurs.

“The programme had a huge impact on Bromley Town Centre. 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. Many attendees came to all three events, their anticipation building throughout the year. Feedback from Bromley’s businesses, workers and visitors has been overwhelmingly positive and our community is excited to see what will happen next in our town.”

Your Bromley BID Manager



Case study – Additional lighting

Bromley Council carried out a survey of residents, visitors and businesses. It highlighted a desire to improve lighting in the town centre and support more events along the pedestrianised high street. The council therefore invested in new lighting and outdoor power supplies to support events in the high street and an adjacent green space. New lighting was installed outside Bromley North and South stations, in trees outside the Churchill Theatre and various locations around the town centre. The council also installed projectors to allow images to be projected onto the front of the Churchill Theatre, including BR1 Lates branding.

There were several buildings in the town centre that were already lit and the Night Time Enterprise Zone was an opportunity to coordinate this existing lighting to create a unified and spectacular display. This was the first time the colours of the lighting had been coordinated.

Lessons learned

- Coordinating existing architectural lighting creates a unified and strong identity for the high street at very little cost.
- Lighting outside the stations creates a more welcoming arrival to the town centre after dark.
- Lighting in trees has made existing areas of night time activity more welcoming and given the high street a more human scale.

Legacy

- Image projectors will allow the Churchill Theatre façade to be used as a canvas for BR1 Lates branding and images supporting other evening events run by Your Bromley BID.
- New outdoor electricity points will ensure future events and markets do not require generators to be hired.
- The architecture of the high street could be lit in a more coordinated way for future events.

Partners

Your Bromley BID



Snapshot

- New **lighting and projections** installed on the Churchill Theatre, at town centre gateways and in trees along the high street
- Architectural **lighting coordinated** across several buildings for the first time
- New **outdoor electricity points** installed for future events
- Your Bromley BID will organise additional **events in 2024**

Equality, diversity and inclusion

The Night Time Enterprise Zone programme facilitated stronger relationships with the Special Educational Needs and Disability (SEND) team at Bromley Council. The SEND team were a key partner for the Sport and Wellbeing Festival and the Umbrella Project launch, providing support and guidance to ensure the events were as accessible as possible. The Umbrella Project was a celebration of neurodiversity and the display was accompanied by a window vinyl promoting the project and providing information on neurodiversity.

The Kent Association for the Blind were also members of the Bromley Town Centre Steering Group and provided advice on event management to ensure the activities, lighting, displays and layouts were accessible for blind and partially sighted people.

British Sign Language interpreters made the Library Lates and Umbrella Project launch accessible for Deaf people while consultation with the SEND team ensured quiet and calm spaces were made available at the Winter Lights Spectacular. This suggestion led to the installation of the sensory spheres for the event.

The Good Work Bromley employment and skills hub, which launched in January 2024, included an inclusive employment programme establishing best practices for employers to promote equality, diversity and inclusion in their organisations.



Lessons learned

Social media

The programme demonstrated the value of using social media platforms and their paid-for features to significantly increase the reach of communications and marketing. These tools increased the footfall and attendance at events and established a strong visual and brand identity for the programme.

Later opening

The Night Time Enterprise Zone events showcased the potential value of later opening to businesses with the additional spend and footfall they attracted. The Council and BID did a robust analysis of the impacts of the BR1 Lates events. This data is being used to show businesses the value of opening later, particularly during future BR1 Lates events.

“The Night Time Enterprise Zone in Bromley has been a great opportunity to work with our partners and various council departments on a project with the collective aim of improving the experience of Bromley at night. We have been able to better understand the views of people that experience Bromley at night and how this experience could be improved in the future. We look forward to working in partnership over the coming months to further expand that understanding to inform our thinking and our development of the night time strategy for the borough.”

Lorraine McQuillan,
Place Shaping and Local Economy Manager

Legacy and next steps

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.

A night time strategy for Bromley

Following the delivery of the programme, Bromley Council is committed to extending the learnings and benefits to the whole borough through a night time strategy. The council commissioned an external consultant in January 2024 to develop a borough-wide evidence base. This includes a study of the distribution of night time businesses and employment across the borough and detailed stakeholder mapping.

In February 2024, the council conducted night walks with stakeholders in key town centres to understand the experiences of those who spend time in the borough at night. The findings of the evidence base and outcomes of the night walks will form the basis of wider consultation to understand the challenges and opportunities a night time strategy could address. Internally the council will review existing policies to identify where there are established approaches to planning, supporting or regulating night time activities.

“Bromley’s selection as a Night Time Enterprise Zone helped Bromley progress its plans to create a more vibrant night time economy. The series of BR1 Lates events hosted in Bromley Town Centre throughout 2023 were tremendously successful, with attendance exceeding expectations. It is clear that there is an appetite both amongst residents and local businesses for more activity in our high streets in the evening and we will be looking to build on the momentum created by the BR1 Lates events across the borough in 2024.”

Cllr Yvonne Bear,
Executive Councillor for Renewal, Recreation and Housing



Acknowledgments

Bromley Council would like to thank the following partners involved in the delivery of the Night Time Enterprise Zone:

External partners

- Your Bromley BID
(representing Glades Shopping Centre and Churchill Theatre)
- GLL/Bromley Library
- Proactive Bromley
- Bromley MyTime
- Kent Association for the Blind
- Bromley Town Centre Steering Group

Bromley Council teams

- Start-up Bromley
- Bromley Libraries
- Special Educational Needs and Disability education team

FINDINGS FROM NIGHT TIME ENTERPRISE ZONES

VAUXHALL

Introduction to Vauxhall

Vauxhall is located in the north west of the London Borough of Lambeth. The area is currently undergoing one of the most significant transformations in central London, with large-scale development and regeneration within the Vauxhall, Nine Elms and Battersea Opportunity Area extending into the neighbouring London Borough of Wandsworth.

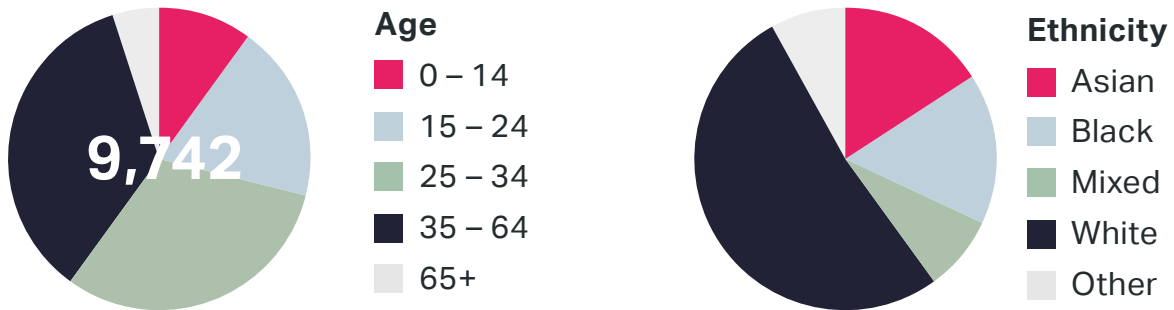
The area is a renowned hub for LGBTQ+ communities and attracts Londoners from a wide catchment area. Vauxhall is well connected by public transport and capacity has recently been increased further by the opening of the Northern Line Extension on the London Underground network.

The London Plan identifies a potential to designate Vauxhall as a future Central Activities Zone Retail Cluster, reflecting the anticipated growth in commercial and residential uses in the area and the development of a night time economy of regional significance.



Demographics

The 2021 Census recorded 9,742 permanent residents within the Night Time Enterprise Zone Boundary.

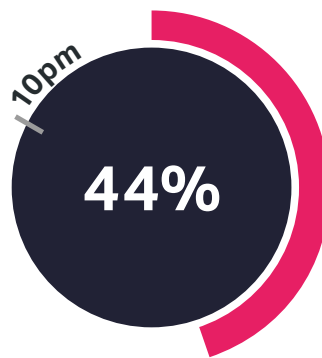


Businesses

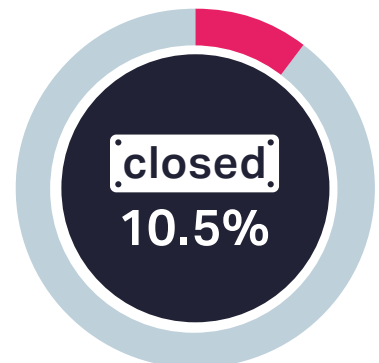
Vauxhall has 332 commercial outlets of which 80% are independently operated. 51% businesses open after 6pm are food and drink outlets or restaurants, 17% health and beauty businesses, 13% shops and amenities and 10% pubs, bars and clubs.



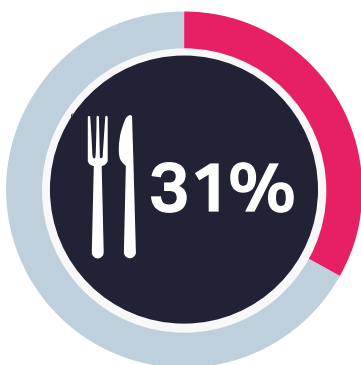
Business number and % independents



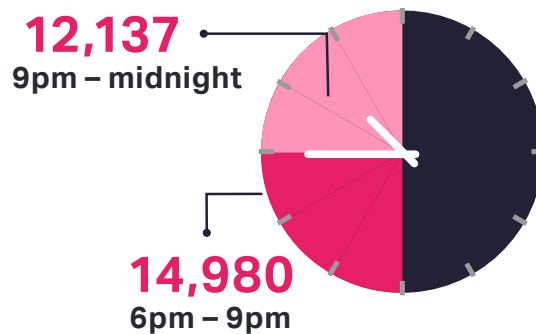
% businesses open past 10pm



Vacancy rates



% premises occupied by hospitality businesses



Average daily footfall

Why Vauxhall as a Night Time Enterprise Zone?

Challenges identified before the programme

High footfall, low dwell time

As a major transport hub the area attracts high footfall. There are over 5,000 daily visitors throughout the week between 8pm and 4am. Most people pass through and do not spend time in the area, with footfall dropping rapidly between 6pm and 8pm as daytime workers leave the area.

Lack of a centre

The area lacks a clearly defined centre or high street and new residents are not drawn to or may not be aware of local businesses, the majority of which are independently owned.

Venues at risk

In the decade up to 2015, over half of London's LGBTQ+ venues closed. As a historic centre for LGBTQ+ culture and identity, there is a pressing need to safeguard Vauxhall's venues and businesses that form a welcoming sense of place for LGBTQ+ people.

A growing residential population

The local residential and student populations are expected to grow by 36% between 2020 and 2025, so there is a need to diversify Vauxhall's appeal at night to serve new communities. At the same time, there is a need to protect the area's existing characteristics and amplify the voices and presence of existing communities. This includes those associated with Little Portugal, where Portuguese-speaking businesses and residents clustered around South Lambeth Road and Wilcox Road have characterised the area since the 1960s.

Opportunities identified before the programme

Serving new residents

Anticipated growth in the area's residential population presents opportunities to develop and diversify Vauxhall's social, cultural and economic activities. New residents are primarily aged 20-44 and express a strong interest in arts, culture, health and wellbeing. This group is also more likely than any other to spend money on socialising and dining out. The Night Time Enterprise Zone would help pilot events and activities and engage residents about their aspirations for Vauxhall at night.

Supporting the local workforce and night workers

The Night Time Enterprise Zone would provide opportunities to improve access to activities, goods and services after 6pm for the area's growing workforce, currently almost 2,300 employees in over 1,330 businesses. Over a fifth of these employees work at night. The Night Time Enterprise Zone would help promote fair pay and good working conditions and raise awareness about how night workers can improve their sleep and wellbeing.

Strengthening the sense of place

The area is home to a high proportion of Somali, Portuguese-speaking and Latinx residents and the country's largest LGBTQ+ resident population. The Night Time Enterprise Zone would give opportunities to celebrate the diversity and heritage of local communities and the venues and businesses serving them in Little Portugal and Vauxhall's LGBTQ+ venues. It could also fund initiatives to welcome and support these communities more broadly by addressing hate crime and public health issues experienced by LGBTQ+ people at night.

Activating underused spaces

London's Low Line has seen the successful regeneration of Victorian railway viaducts in Southwark. The project will soon be extended to Lambeth and Wandsworth where 120,000 square feet of floor space across 299 railway arches could be repurposed. The programme would enable events and activities on Goding Street, which runs alongside Vauxhall's railway arches and the Vauxhall Pleasure Gardens, described by London's Night Czar as 'the cradle of modern day public entertainment'.

Locations of activities

Vauxhall developed a VauxhAll Night map, which highlights a variety of bars, pubs, shops, facilities, amenities and venues open in the area after 6pm. The map also highlights distinctive night time character areas such as the Low Line and Little Portugal.



- | | | |
|---|---|---|
| RESTAURANTS & CAFÉS | SHOPS & AMENITIES | VAUXHALL NIGHT TIME ENTERPRISE ZONE |
| NIGHTLIFE | SPORTS & WELLNESS | LITTLE PORTUGAL |
| BARS & PUBS | HOTELS | LOW LINE |



**24 VauxhALL Night events
attracted 15,202 people**

**Average 13% increase in footfall in Vauxhall
6pm to midnight on events days and 26%
increase in visitor footfall 9pm-midnight**



**52 businesses extended their
opening hours to participate**

**2.89m impressions on social media and
219 business featured in marketing campaigns**



**867 residents and visitors engaged through
surveys and interviews and 400 businesses
engaged in the programme's activities**

**29 night workers engaged through
online surveys and interviews**

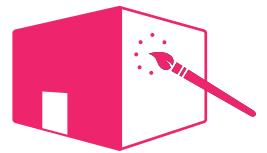


**A new Night Time Business Toolkit developed
and new Night Time Business Forum established**



**Three events piloted on Goding Street and new
policies to make future events easier to organise**

**Two new illuminated murals
celebrating local Portuguese-
speaking and LGBTQ+ communities**



**100+ co-creators of the
Little Portugal mural**

**Nine new Safe Havens for women, girls and
anyone feeling vulnerable in public space and
10 new Lambeth Allies for LGBTQ+ people**



Events

Black History Month events

During October, the Night Time Enterprise Zone initiated and supported Black History Month events in Vauxhall City Farm, the Vauxhall Gardens Community Centre, the Tate South Lambeth Library and the Garden Museum.

The Beaconsfield Gallery hosted a Dubmorphology night and a sold-out 'Earth-reading' with artist Phoebe Collings-James. The Bolney Meadow Community Centre hosted a Nigerian Independence Cultural Night, with 92 attendees from Nigeria, Sierra Leone, Cameroon, Poland, Portugal, Bangladesh and countries across the Caribbean. The community centre extended its opening hours to showcase 23 businesses, artists and organisations. These included Nigerian food and catering companies, retailers, events and design companies, Fintech services, the winner from Miss Ebony UK 2023, DJs, singers, musicians and Nigerian student representatives. The event was headlined by Uwaifo Jnr and Uzo, who both flew in from Nigeria for the event.

Snapshot

- **Eight events** for Black History Month
- **Six venues extended** their opening hours
- **350+** visitors



Dubmorphology at Beaconsfield Gallery

vgcc
CROWN
Culture Clash 2.0
A CELEBRATION OF BLACK EXCELLENCE AND CULTURE!

ART GALLERY • COMMUNITY ENGAGEMENT • POP-UP EXHIBITION
 INTERACTIVE WORKSHOPS • IMMERSIVE SHOWS • LIVE DJ

FREE ADMISSION

WHEN: FRIDAY, OCTOBER 27 / 6:00 PM - 1:00 AM
 WHERE: VAUXHALL GARDENS COMMUNITY CENTER, VAUXHALL, LONDON, SE11 5E5

SUPPORTED BY MAYOR OF LONDON CONTACT: ADMIN@VGCC.ORG.UK / 020 7793 1110

AFRICAN Portuguese Speaking Community

VAUXHALL Night Event

VAUXHALL NIGHT CAPOEIRA

Sunday, October 22nd
 Come and celebrate with the African Portuguese Speaking Community our **Black History Months**

The African Portuguese-speaking Community in the UK
 At: Vauxhall City Farm
 165 Tyers Street, SE11 5HS
 From: 18:00 to 20:00

SUPPORTED BY MAYOR OF LONDON

Guests will be invited to learn some simple capoeira moves if they want to participate
 For more info please contact us:
 07916 54 0818
 commercial@africanpsc.com

NIGERIAN Festival UK presents

NIGERIAN INDEPENDENCE ANNIVERSARY CULTURAL NIGHT & BLACK HISTORY MONTH CELEBRATION

VENUE: BOLNEY MEADOW COMMUNITY CENTRE, VAUXHALL, 31, BOLNEY STREET, LONDON SW8 1EZ
DATE: SUNDAY, 1ST OCTOBER, 2023
TIME: 6PM - 10:30PM

VAUXHALL NIGHT SUPPORTED BY MAYOR OF LONDON

“What an incredible experience! Attended the Nigerian Independence Day celebration in London and it was nothing short of amazing.”

Events

World Food Fest

6pm – 11pm 28th October 2023

The Night Time Enterprise Zone enabled the council to realise their long-held aspiration to hold a street food market on Goding Street. The night market was the first street food market to be held on the street, which has now had its Experimental Traffic Order made permanent, saving £2,700 each time the street is closed for events. The event required close collaboration between the council's licensing and highways officers, and market traders. Future events will benefit from lessons learned and relationships strengthened through delivering the pilot event. These include efficiencies in securing appropriate certifications and permissions for food and drinks businesses wanting to trade on street for the first time. The Night Time Enterprise Zone delivery team has also fed into the brief for Low Line public realm improvements on Goding Street based on the pilot event.

Snapshot

- First street food market on **Goding Street**
- **31** food stalls
- **600 visitors**, despite poor weather
- **95% attendees would return** for a similar event



Events

Vauxhall Pleasure Gardens activation

The Vauxhall Pleasure Gardens are a major landmark in London's history of night time culture, entertainment and entrepreneurship. The Night Time Enterprise Zone programme supported a series of free post-6pm events in the gardens over the summer, including Bearpit Karaoke and free film screenings in collaboration with Vauxhall One. The events featured food trucks from local traders, which is something the council wants to develop further to support local businesses and enhance future events.

Snapshot

- **Seven** evening events
- **9,500** visitors
- **4,000 YouTube views** for Bearpit Karaoke



Events

Pride events

Pride in the Tunnel, organised by the Royal Vauxhall Tavern (RVT), saw the take over of a railway arch outside the venue. The event attracted 1,600 people and increased sales by 500%. The increase in sales over the whole week was 300% and the RVT described it as 'the biggest and best attended event so far to support RVT and to celebrate our history and culture.'

Vauxhall City Farm participated in Pride celebrations for the first time and extended their closing time from 4pm to 9pm. The family-friendly event responded to research the council had carried out, which suggested both residents and visitors perceive a significant gap in Vauxhall's evening offer for families.

144 people attended the event and spend at the farm increased by £480. Feedback from attendees was very positive, with 89% agreeing that the event offered something for them, 100% saying it helped them feel positive about the area, and 100% saying they would return for a similar event.

Snapshot

- **1,600 visitors** to Pride in the Tunnel
- RVT's sales up by **500%**
- **144 visitors** to Pride at Vauxhall City Farm
- **100% visitors** to the farm would return for a similar event



**"It feels very inclusive
- safe, family-friendly,
nice atmosphere"**

**"I enjoyed that it was
very inclusive, I am
autistic and was
allowed to stay outside"**

**"I enjoyed that the farm
opened in the evening
and it was a good
community event"**

Events

Mural unveiling 6pm onwards 29th November 2023

Little Portugal is the nickname for a neighbourhood centred around South Lambeth Road and Wilcox Road. It has been home to Portuguese-speaking businesses and residents since the 1960s.

On 29th November 2023, a permanent mural celebrating Little Portugal was unveiled and illuminated. This followed a co-design process involving over 100 local residents led by The Brixton Project and artists Eduarda Craveiro and Alex Bowie. The project was launched in response to feedback that the council had sought from Portuguese-speaking residents, who wanted their substantial contributions to the uniqueness of Vauxhall's cultural and business landscape celebrated.

The mural unveiling was scheduled to follow the Stockwell Christmas tree lighting switch-on, building upon and extending the family-friendly event into

the evening. Attendees were encouraged to continue their festivities in Little Portugal, following a trail of festive lighting to the mural's location.

Lighting to the mural was switched on opposite the Tate South Library, which hosted a live music event on the night. The unveiling was attended by the leader of Lambeth council, the Consul General of Portugal, members of the local Portuguese-speaking residential and business communities, and news reporters who were broadcasting the event live in Portugal.

The mural and its lighting were delivered on a council-owned housing asset next to the library, with support from officers in the council's Housing team. The mural is visible by day and night from South Lambeth Road and clearly signals Little Portugal from afar to those approaching along Wilcox Close from Nine Elms Station.

Snapshot

- **98 attendees** to the library after the unveiling
- **90%** agreed the event offered something new and made them **feel positive** about the area
- **50 customers** in local Portuguese café that would **not usually open**



Case study – LDN Queer Mart After Dark and Queermas

The Night Time Enterprise Zone events programme included two markets organised by Ldn Queer Mart, featuring LGBTQ+ makers and businesses. Queer Mart After Dark took place in a vacant railway arch on Goding Street during Pride Month, while Queermas was hosted in Fire Nightclub in December.

The first event, Ldn Queer Mart After Dark, piloted a night time retail market on Goding street. The street was closed to traffic and The Arch Company, who own, lease and operate the arches along Goding Street, offered one of their arches to host the event. This was the first time they had offered the council free use of an arch for a pop-up event. The Royal Vauxhall Tavern, a nearby LGBTQ+ venue, opened early for the event (5pm).

Running two similar events with the same organisers allowed the council to draw lessons from the first event to improve and scale-up the second. After Queer Mart After Dark, the council gathered feedback from attendees, market traders and organisers, the venue owner and the council's events team.

Snapshots of the first and second market events

Queer Mart After Dark, June 2023

- Queer Mart After Dark attracted **500+ people**
- Attendees spent an estimated **£10,000**, supporting **35 small businesses**
- **54% visited a local business** before or after the event
- **Record turnout** for a one-day event organised by Ldn Queer Mart

Queermas, December 2023

- Queermas attracted **1,800+ people**
- Attendees spent an estimated **£32,000** supporting **102 small businesses**
- **36% visited a local business** before or after Queermas
- **Biggest ever turnout** for any Ldn Queer Mart event to date

"I enjoyed the queerness, openness, acceptance, feeling welcomed, the fact it was an evening event in the summer because I'm heat intolerant so cannot cope with daytime events."

Attendee

"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."

Trader

"I liked the time of this event - there was a steady flow of people coming through."

Trader



Summer Queer Mart in a vacant arch

Feedback on the first event was overwhelmingly positive and attendees expressed the desire to see the following at future events:

- more stalls, including food stalls and alcohol
- more spaces to hang out
- better access to toilets and better signage
- more consistent, less high contrast lighting (autism-friendly lighting)

The second market event, Queermas, took place in Fire Nightclub. This provided more space for stalls, spaces to hang out, more lighting, and better access to toilets, food and drink, including alcohol. The venue is an established LGBTQ+ space and prompted the business to extend its opening hours by opening at 6pm rather than 11pm. It also allowed them to test their space as a venue for a retail market.

Both events promoted LGBTQ+ entrepreneurs and attracted visitors from around the country, including Manchester, Brighton, Cambridge, Guildford, Birmingham, Hastings and Norwich.

Lessons learned

- Committing to two events and surveying stakeholders at the first allowed lessons learned to be immediately applied to a second, scaled-up event.
- Allowing sufficient budget and time for promotion and engagement is critical to attracting visitors and ensuring local businesses can benefit from increased visitor numbers. The second event received over five times more impressions on social media compared to the first event thanks to over a month's worth of promotion.
- Establishing a clear set of responsibilities and targets for each event partner at the outset helped focus and coordinate the delivery team.
- Survey the conditions of events venues to ensure there is appropriate lighting. Communicate characteristics of the space to market traders well in advance.
- Funding can support existing businesses to scale-up their operations.
- It is difficult for small businesses to raise the capital to pay for up-front costs like table hire, and funding schedules may need to accommodate this to deliver grassroots events.



Winter Queermas in Fire Nightclub

Legacy

- Over 90% of attendees said they would return for a similar event and Queermas will take place at Fire Nightclub again next year
- 40% of traders at Queer Mart were first-time traders and 100% of survey respondents said they would trade at a similar event again
- The council's engagement with The Arch Company was positive and they expressed an openness to further activation and ideas
- Partnerships with VauxhALL One and the RVT were strengthened
- Pilot activation of Goding Street will inform future uses and designs
- Ldn Queer Mart gained 379 followers on their Instagram account

Partners

Organisers: LDN Queer Mart | Venue owners: The Arch Company (Pride month), Fire Nightclub and Vauxhall Food and Beer Garden (Queermas)

Community engagement

At the outset of the Night Time Enterprise Zone programme, Lambeth Council conducted research into residents', workers' and visitors' perceptions of Vauxhall to inform the programme and contribute towards the evidence base for the borough-wide night time strategy that will follow.

Research carried out at the start of the programme highlighted that while 58% of residents agreed that there was a good mix of businesses in Vauxhall, only 21% agreed that there was a good cultural offer, compared to 55% of visitors. These findings led the council to emphasise Vauxhall's cultural venues in their Night Time Enterprise Zone communications and marketing campaigns and encourage cultural venues to market their events towards residents specifically.

867 residents and visitors and 77 businesses responded to surveys canvassing feedback about the programme. 84% of respondents said they agreed or strongly agreed that the Night Time Enterprise Zone events made them feel positive about the area. 69% said they felt safer in Vauxhall when the events were taking place.

Survey respondents suggested ideas for further evening and night time events, including more events for teenagers, activities not focused around alcohol, family-friendly events with activities for children, craft markets, food festivals and a late night café culture. Suggestions for improvements to Vauxhall's evening and night time infrastructure included better street lighting in and around Vauxhall Pleasure Gardens, a music venue, an open air theatre and seating that is comfortable for older people.



DJs at a Black History Month event in the Vauxhall Gardens Community Centre

"People come from work and use the later hours to bring their children to the library. It's something we know the community values."

Staff at Tate South Lambeth Library

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

Councillor Diogo Costa

Case study – Co-designed Little Portugal mural

Lambeth Council commissioned a co-designed mural celebrating local Portuguese-speaking communities in Little Portugal. The project responded to calls for recognition of their contributions to the area's uniqueness and character.

The artists held co-design workshops in Stockwell primary school, Tate South Lambeth Library, Vauxhall City Farm, Wheatsheaf Community Hall and Respeito, a charity that works to end domestic violence among the UK's Portuguese-speaking communities. They also visited six restaurants and cafés, one fish shop and bar, a hairdresser, and a church in Little Portugal. 115 people from Angola, Brazil, Cape Verde, East Timor, Guinea-Bissau, Madeira, Mozambique and Portugal contributed ideas for motifs and details to include in the mural.

The mural centres on a Coração de Viana, a traditional piece of Portuguese jewellery passed down through generations. The colours and motifs reflect a multitude of important cultural features and traditions from Portuguese-speaking countries around the world, from native plants and species to local food, crafts and musical instruments.

Lessons learned

- Commissioning a Portuguese-speaking artist helped maximise engagement and ensure the final mural represented local residents
- Organising co-design drop-in sessions to coincide with other Night Time Enterprise Zone events, such as Capoeira at Vauxhall City Farm during Black History Month, helped reach the target audiences
- Reaching out to disability organisations and holding engagement sessions specifically for groups representing different disabilities is important to enable their ideas to be fully integrated into the final result

Legacy

- The mural is permanent
- The council is scoping opportunities for additional murals to further strengthen placemaking in Little Portugal and agreement has been secured for a mural on the Eagle pub celebrating the LGBTQ+ community
- The brief for the mural has provided a template for future co-designed murals

Partners

Permissions and feasibility: Lambeth Council Housing Team | Mural design and delivery: The Brixton Project; Engagement lead and co-design artists: Eduarda Craveiro and Alex Bowie



Snapshot

- **115 participants**
- **Eight Portuguese-speaking countries** represented among participants
- **Nine Portuguese-speaking businesses** and organisations engaged

Business engagement and support

At the start of the programme Lambeth Council commissioned research to map opening hours in the Night Time Enterprise Zone and understand businesses' perceptions of the area and the barriers to staying open later. Working with the local Business Improvement District, they used the research to prioritise businesses that were most likely to trial earlier or later opening hours.

The council established a quarterly Night Time Enterprise Zone Forum. It comprised council officers, the Business Improvement District, local businesses, community organisations, transport providers and public safety partners. The purpose was to update stakeholders on Night Time Enterprise Zone delivery, get feedback on plans and discuss shared challenges in the area at night. It helped build relationships between local stakeholders, identify shared issues and work jointly to solve them.

Owners of established businesses recommended guidance for new businesses operating at night. The

council developed a Business Toolkit for people setting up new business or looking to extend their hours past 6pm. It provides guidance on: engaging with stakeholders and managing relationships; managing noise and waste; safety and safeguarding; land use and the design of business spaces; licensing and food hygiene regulations; and special events.

Over 200 businesses were featured in Night Time Enterprise Zone marketing campaigns and the council ran two free workshops for businesses wanting to learn more about growing their business in the evening.

The programme opened up new avenues of direct communication between the council and local businesses, which will continue beyond the programme.

Businesses engaged during the programme were 58% Black, Asian and minority ethnic owned or led, 18% owned or led by people with Portuguese as a first language, and 18% LGBTQ+ owned or led.

Snapshot

- **Night Time Enterprise Zone Business Forum** established
- **219 business** featured in marketing campaigns
- **52 businesses extended opening** hours to participate in events
- **67% attendees** to events who were surveyed also visited a local business before or after the event
- New **Business Toolkit** developed



FREE WORKSHOP FOR LOCAL HIGH STREET BUSINESSES

THINKING BEYOND THE 9-5:
**HOW TO GROW YOUR NIGHT TIME BUSINESS AND
 FILL YOUR VENUE**



MON, 30 OCT 2023 18:00 - 19:30 GMT

THE FOUNDRY | OFFICE SPACE AND CONFERENCE CENTRE
 - MEETING ROOM 6
 17 OVAL WAY LONDON
 SE11 5RR



SUPPORTED BY
MAYOR OF LONDON




Workshop gratuito para empresas locais

PENSANDO PARA ALÉM DO 9-5:
**COMO FAZER CRESCER O SEU NEGÓCIO DE HORÁRIO
 NOTURNO E ENCHER O SEU ESPAÇO**



MON, 30 OCT 2023 18:00 - 19:30 GMT

THE FOUNDRY | OFFICE SPACE AND CONFERENCE CENTRE
 - MEETING ROOM 6
 17 OVAL WAY LONDON
 SE11 5RR



SUPPORTED BY
MAYOR OF LONDON



Bilingual marketing in English and Portuguese



Night worker engagement and support

29 night workers were surveyed during the Night Time Enterprise Zone programme including workers from the leisure, hospitality, transport and logistics and gig economy sectors. The majority did not earn the London Living Wage and 62% had not had a pay rise in the past year. 70% described their working environment as stressful and 65% said they did not have access to healthy food at night.

At the start of the programme there were 20 Living Wage accredited businesses in the Night Time Enterprise Zone. The council commissioned the Living Wage Foundation to engage hospitality businesses in Vauxhall as they typically have lower levels of accreditation. Oval Cricket Grounds signed up for Living Wage accreditation benefitting around 200 workers and four further businesses have committed to become accredited.

The council, the Living Wage Foundation and the Greater London Authority's Economic Fairness team held a roundtable for businesses to understand the barriers to getting accredited. They heard from accredited businesses about the benefits of signing up, including the sense of community and shared values that is established.

The Liminal Space were invited to attend the roundtable to share their research into night workers and the challenges they face beyond low pay. They shared tips and resources for night workers and their employers before hosting a drop-in event for night workers at Fire Nightclub.



Case study – The Liminal Space’s Night Club

Night Club is an award-winning initiative that brings sleep experts into the workplace to help workers and employers create a better and healthier experience of working at night. Night Club was hosted at Fire Nightclub, partners in Vauxhall’s Night Time Enterprise Zone, which allowed the venue’s staff and managers to participate.

Two sleep experts spoke to managers, bar staff and security about how they can manage their sleep, exercise, diet and exposure to sleep-suppressing lighting to minimise negative effects of night work.

The Mayor of London, Sadiq Khan and Night Czar, Amy Lamé joined the session to hear experiences of night workers and ways to improve sleep quality and wellbeing.

The Liminal Space dressed the venue with luminous branding and displays and brought various demonstrations and props to make the session interactive and their key messages memorable.

Lessons learned

- Engaging night workers in situ ensured they could participate, feel part of a team and hear each others’ experiences
- Fire Nightclub created an immersive, strikingly-lit setting

Legacy

- Attendees learned techniques to improve the quality of their sleep and support their health and wellbeing
- Night Club resources will feed into the borough-wide night time strategy and employment and skills policies

Partners

Producers: The Liminal Space | Host venue: Fire Nightclub



Marketing and communications

Lambeth-based design and branding agency Anatomy were commissioned to develop a logo, event branding and a Night Time Enterprise Zone map. VauxhAll Night was unveiled at a launch event at Vauxhall Food and Beer Garden. The Night Time Enterprise Zone delivery team worked with the Business Improvement District to apply the logo and branding to social media, on-street posters, flyers and marketing materials.

Events were marketed through various council channels including X, Facebook, Nextdoor and Instagram. Event organisers and participants including Ldn Queer Mart, Vauxhall One, Tate South Lambeth Library, The Arch Company, Thriving Stockwell and Vauxhall City Farm also promoted the events through their social media, websites and newsletters. Ldn Queer Mart gained 379 Instagram followers as a result of their participation.

Physical flyers and posters were displayed in Vauxhall Pleasure Gardens, LGBTQ+ venues, Lambeth libraries and local businesses. Marketing was produced in English and Portuguese to make them more accessible and events were also promoted through direct emails to LGBT Hero, Lambeth Links, Thriving Stockwell and Tonic Housing. Approving social media designs and flyers early enabled promotion to start a few months before and allowed attendees from outside London to book travel early.

Snapshot

- **2.89m impressions** on social media
- **35%** heard about Night Time Enterprise Zone events through social media, **20%** through word of mouth and **17%** through flyers and posters
- BelnVauxhall's Instagram engagement rate was **133% above** their benchmark
- **219 local businesses** featured in marketing campaigns
- **Little Portugal mural** featured in Portuguese media



Partnership working

Lambeth Council appointed a Night Time Enterprise Zone manager. This is the first council role dedicated to supporting night time initiatives in the borough and external partners benefitted from having a single point of contact at the council. She was supported by a project team that met fortnightly comprising Neighbourhood Regeneration, Cultural Development and Economic Development.

A quarterly Night Time Enterprise Zone Forum helped steer the programme. This diverse group included members not usually associated with night time activity. It included local councillors, Vauxhall One BID, Arch Co, Southwest Rail, local businesses and community groups such as Vauxhall City Farm, the Stockwell Partnership and the Vauxhall Gardens Community Centre. The Forum has created a model for the future Night Time Strategy Working Group.

The programme has improved collaboration across council departments. Housing, Regeneration, Licensing and Regulatory Services, Economic Development, Highways, Safer Communities and Violence Against Women and Girls all delivered projects and collaboration is active and ongoing.

The brief for the Little Portugal mural provided a model for the Housing team to deliver future co-designed murals and the programme is informing the scope of Lambeth's upcoming Low Line project.

Ward councillors were very engaged in the Night Time Enterprise Zone programme and contributed ideas. Councillor Issa suggested that the food event represent the diversity of Vauxhall's communities and Councillor Costa helped engage local Portuguese-speaking businesses and residents.



“Having one single point of contact was extremely beneficial for us. Since we’re such a small team, it’s much harder to juggle on our side when dealing with multiple points of contact.”

Boe La, Ldn Queer Mart

Equality, diversity and inclusion

The Night Time Enterprise Zone programme was designed to engage and promote Vauxhall's Portuguese-speaking, LGBTQ+ and Black, Asian and minority ethnic communities. Events were planned to address responses to resident, worker and visitor surveys carried out at the start of the programme, particularly where responses indicated a lack of post-6pm activity that appealed to them or where groups indicated feeling unsafe in Vauxhall. A minority of residents, workers and visitors surveyed agreed with the statement 'Vauxhall feels safe and welcoming at night'.

In 2022, the council commissioned LGBT Hero to run surveys of 533 LGBTQ+ people who live, work and socialise in Lambeth. The surveys found a strong demand for more LGBTQ+ spaces in the borough with an emphasis on alcohol-free spaces, sports facilities and safe spaces. 42% of respondents ranked the option "providing safe and sober spaces" as the most important service the council should facilitate for LGBTQ+ people. The emphasis on safe spaces stems from widespread experiences of anti-LGBTQ+ hate crimes with 22% of respondents to the survey experiencing a hate crime in the previous 12 months and 21% of respondents not feeling safe in the borough.

Residents, workers, night workers and visitors were surveyed about their perceptions of safety during Night Time Enterprise Zone events. 84% agreed or strongly agreed that the events made them feel positive about the area and 69% said they felt safer when events were on.

Aside from the events, the programme enabled Lambeth's Safe Havens scheme to be extended to Vauxhall and initiated the Lambeth Allies programme, which established LGBTQ+ safe spaces and delivered training for businesses. Those receiving training rated it 4.58 out of 5 for its usefulness. The Lambeth Allies programme will be rolled out across the borough in 2024 with a focus on areas identified as being hotspots for anti-LGBTQ+ hate crimes. The programme also supported 12 businesses to sign up to the Mayors' Women's Night Safety Charter.

Snapshot

- **12 new Women's Night Safety Charter signatories** - triple the number before the Night Time Enterprise Zone programme
- **10 Lambeth Allies** accreditations
- **Nine Safe Havens** accreditations for women, girls and anyone feeling vulnerable in public space
- **275 businesses** led by Portuguese speakers, LGBTQ+ people and people from Black, Asian and minority ethnic backgrounds engaged
- **371 residents** representing Portuguese-speaking, LGBTQ+, Black, Asian and minority ethnic communities engaged
- **Improved coordination** between stakeholders including the council, LGBTQ+ organisations, the Met Police, local businesses, voluntary sector networks (Thriving Stockwell, Thriving North Lambeth and Thriving Clapham) and charities like Galop, the anti-LGBTQ+ violence charity
- **Bilingual marketing and business surveys** in English and Portuguese



Lessons learned

Iterative approach to events

Hosting a small and then larger scale event with Ldn Queer Mart allowed the council, organisers and stall holders to test the event, get feedback and then scale-up to a second event. This allowed organisers to build momentum and interest.

Guidance for night time and outdoor trading

The pilot food markets on Goding Street tested the timescales required for approvals and highlighted ways to make the process more accessible to small businesses. The Night Time Enterprise Zone Forum highlighted the need for step-by-step guidance, checklists and resources for new businesses wanting to trade at night. This led to the development of the Business Toolkit.

Events with multiple offers

Feedback from events highlighted the importance of providing and signposting a variety of activities within easy walking distance from the event. For example, providing live music at street food markets, or food and drink at arts and crafts markets and clearly signposting local businesses after community gatherings helps nurture an ecosystem of uses and creates a 'buzz' in the area.

A single point of contact

Businesses that helped deliver events appreciated having a single point of contact at the council to manage the programme and provide prompt answers to questions. This was important for small businesses with limited time and resources.

Night worker engagement

Engaging night workers is challenging. A collaborative, cross-borough approach could help reach greater numbers across different sectors.

London Living Wage

Paying the London Living Wage can be challenging for businesses struggling with rising costs. It is important to show the long-term benefits of accreditation and provide businesses with advice on managing their costs.

Ensuring businesses benefit from events

Signage and information linking events to surrounding businesses is important so that they can capitalise on the increased footfall and new visitors attracted by events.

Legacy and next steps

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.

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



A night time strategy for Lambeth

The Vauxhall Night Time Enterprise Zone has enabled the council and its partners to look at one of the borough's town centres through a night time lens, allowing a better understanding of its communities and highlighting night time assets, challenges and opportunities. Piloting events has shown the huge potential to promote, connect and support local businesses trading after 6pm, provide opportunities to start-ups, enhance a unique sense of place, and invite a broader range of people to enjoy Vauxhall at night.

Lessons learned, projects initiated and partnerships formed through the programme have made the case for developing a borough-wide night time strategy to ensure Lambeth serves its businesses, residents, workers and visitors as well by night as it does by day.

"The Vauxhall Night Time Enterprise Zone has been a fantastic opportunity to support local nighttime businesses in Vauxhall and celebrate our diverse communities, particularly our Portuguese-speaking, LGBTQ+ and Black communities in the area. We look forward to expanding the focus to the whole borough through our night time strategy, which will help us and our partners grow an inclusive, equitable and engaging night time offer in all of our town centres."

**Cllr Claire Holland,
Leader of Lambeth Council**



Acknowledgments

Lambeth Council would like to thank the following partners involved in the delivery of the Night Time Enterprise Zone:

External partners

- Vauxhall One BID
- Vauxhall Food and Beer Garden and FIRE nightclub
- Vauxhall City Farm
- Royal Vauxhall Tavern
- Living Wage Foundation
- Stockwell Partnership
- Tate South Lambeth Library
- Lambeth Business, Culture and Investment
- The Arch Company
- Lambeth Portuguese Wellbeing Partnership
- Black Prince Trust
- The Eagle
- Garden Museum
- Beaconsfield
- Vauxhall Gardens Community Centre
- Lambeth Safer Business Partnership
- Ldn Queer Mart
- LGBT Hero
- Nigerian Festival
- African Portuguese-speaking Community

Lambeth Council teams

- Housing
- Regulatory Services
- Public Health
- Regeneration
- Safer Communities
- Libraries
- Employment and Skills

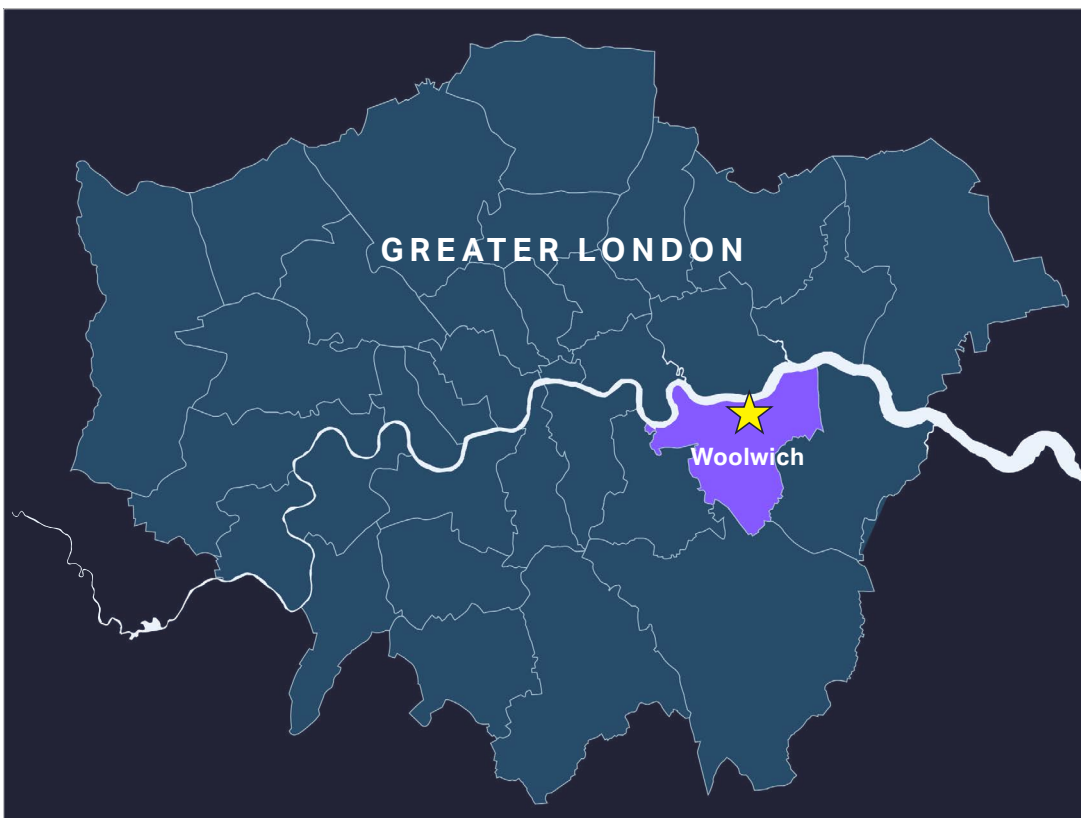
FINDINGS FROM NIGHT TIME ENTERPRISE ZONES

WOOLWICH

Introduction to Woolwich

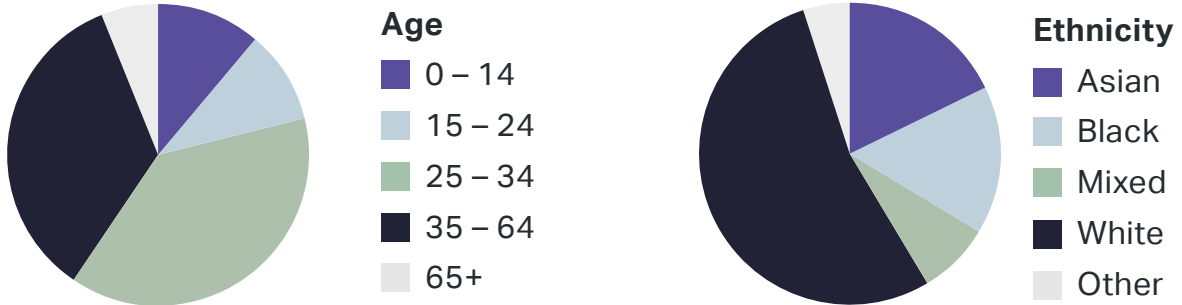
Woolwich is a major town centre in the Royal Borough of Greenwich. It is the civic centre of the borough with the council offices and town hall located there. It is also the borough's principal retail and commercial centre serving 250,000 residents.

Located beside the Thames, the town centre is designated for growth and investment and is described as a potential future metropolitan centre in the London Plan. This re-designation suggests Woolwich has the potential to grow into a significant commercial centre with a wider regional catchment. This has in part been fuelled by excellent new public transport connections with the arrival of the Elizabeth Line. Woolwich is also designated as an Opportunity Area. The former Royal Arsenal has become a new neighbourhood with residential development and a major cultural venue called Woolwich Works.



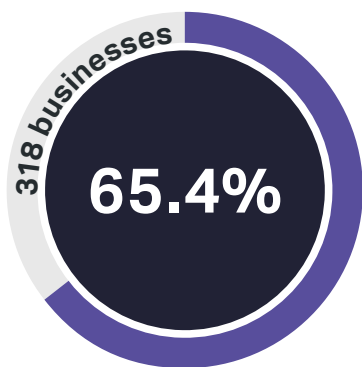
Demographics

The 2021 Census recorded 4,351 permanent residents within the Night Time Enterprise Zone boundary.

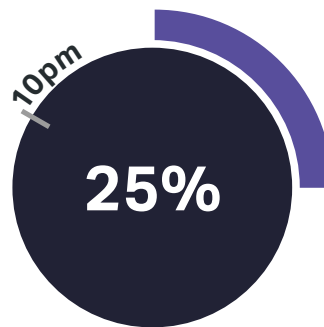


Businesses

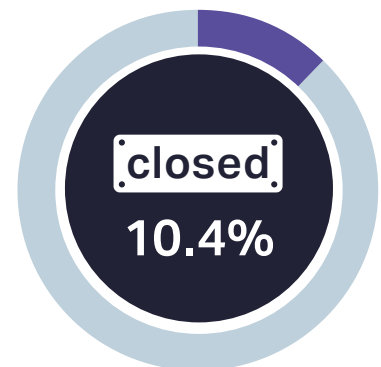
Woolwich has 318 commercial outlets, of which two thirds (65.4%) are independently operated.



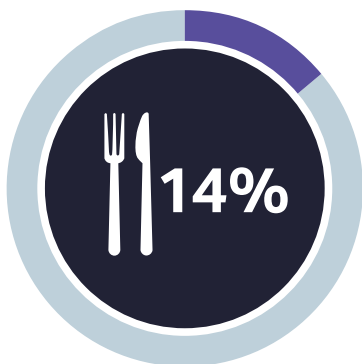
Business number and % independents



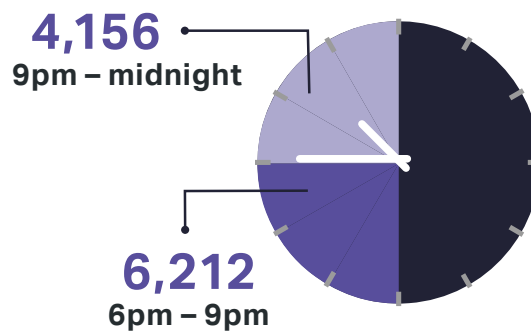
% businesses open past 10pm



Vacancy rates



% premises occupied by hospitality businesses



Average daily footfall

Why Woolwich as a Night Time Enterprise Zone?

Challenges identified before the programme

Woolwich is not perceived as a night time destination

Footfall in the Night Time Enterprise Zone area peaks during the mid-afternoon and falls sharply between 5pm and 6pm¹. The area lacks appeal as a night time destination and there are few places to eat out after 6pm. Just 35% of restaurant transactions take place between 6pm-11pm in Woolwich compared to 50% in nearby Greenwich town centre². Footfall has not recovered to pre-pandemic levels and there is a need to reinvigorate the area.

A divided town centre

The area has undergone a period of rapid change and there is a widely perceived divide between new residential neighbourhoods at the Royal Arsenal and the older town centre. The old town centre experiences higher levels of deprivation across multiple indices than the new developments and their physical separation by an A-road reinforces a sense of division.

Vacant premises and a lack of activity make people feel unsafe

The town centre has high rates of business churn. Large vacant units in key locations contribute to a lack of vitality and people perceive Powis Street, the main shopping street, to be unsafe at night. Beresford Square feels empty at night and is not a comfortable environment to sit. A lack of activity after 6pm attracts anti-social behaviour (ASB), which is among the challenges identified by businesses in a council-run survey. ASB and crime were mentioned most frequently, followed by business diversity, loss of large retailers and lack of an economy at night.

¹ Springboard (2022)

² Savills (2021)

Opportunities identified before the programme

A 'Lates' programme that activates the evening and night

A central objective of the Night Time Enterprise Zone was to host a programme of events that bridge late afternoon and evening activities. The events would help activate Woolwich's large public spaces and support businesses to open later to benefit from increased footfall.

Showcase local creatives and communities

The Night Time Enterprise Zone would allow events of various scales to bring together residents and showcase local creatives. Woolwich's wealth of public spaces could be used more intensively throughout the day and evening, presenting opportunities to showcase local talent and community leadership.

Transition from a retail to experience-led economy at night

The Night Time Enterprise Zone would help create a reputation for Woolwich as an evening and night time destination. Events and activities could help attract new audiences to Woolwich and promote an experience-led economy at night.

Bridge the divide between Woolwich and the Royal Arsenal


The Night Time Enterprise Zone programme would use events and attractions to help bridge the divide between the newer and older parts of the town centre, inviting and encouraging residents of one to visit the other. Events and night walks would bring activity to parts of the town centre that are less active or where ASB has been reported as a concern, such as Powis Street.


Locations of activities


Woolwich developed a Night Time Enterprise Zone map, highlighting night time attractions, venues, businesses and partners participating in the programme. A key objective of Woolwich's Night Time Enterprise Zone was to unify Royal Arsenal and Woolwich Town Centre, which are separated geographically by the A206. Events took place in large public spaces such as General Gordon Square and large and small venues including Woolwich Works and Woolwich Front Room on Powis Street.





Key


 Night Time Enterprise Zone

 Woolwich Works


 Punchdrunk

 New Leisure Centre Development


 General Gordon Square

 Beresford Square Market


 No 1 Street

 Woolwich Front Room


 Street


 Woolwich Arsenal Pier


 Rail

 Elizabeth Line

 DLR

 Rail Line

 Woolwich Foot Tunnel

 Woolwich Ferry

Snapshot of impacts



**29 Woolwich Lates events attracted
13,000 attendees**

**Average footfall increased by 10.4%
after 6pm during events**



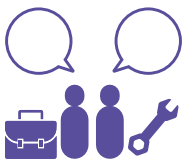
**17% of businesses surveyed extended
their opening hours during events**

**63% increase in spend in the
town centre during events
between 6pm and 9pm**



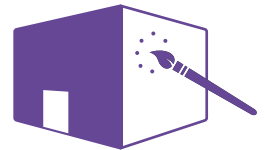
**192 residents and 165 businesses
engaged through surveys and
interviews**

A new night worker handbook developed collaboratively across several council departments



Night worker wellbeing and health check event delivered in the town centre

Four evening culture trails showcasing nine new murals celebrating local communities



18 town centre Night Hosts trained and deployed across seven events



Events

Tramshed Family Festival Theatre Saturday 1st July 5:15pm – 7:45pm

Tramshed presented *the Princess and the Peacock: Mughal Miniatures*, a vibrant outdoor walkabout performance celebrating and taking inspiration from the exquisite traditional art of Indian and Persian miniature painting.

The event saw performers in regal costumes dance, play music and stage puppetry shows in the town centre. They evoked scenes of Indian princely courts, lush gardens and the Mughal period, delighting, engaging and surprising passers-by.

Snapshot

- **1,200 attendees**
- **204 audience members** for evening performances



Events

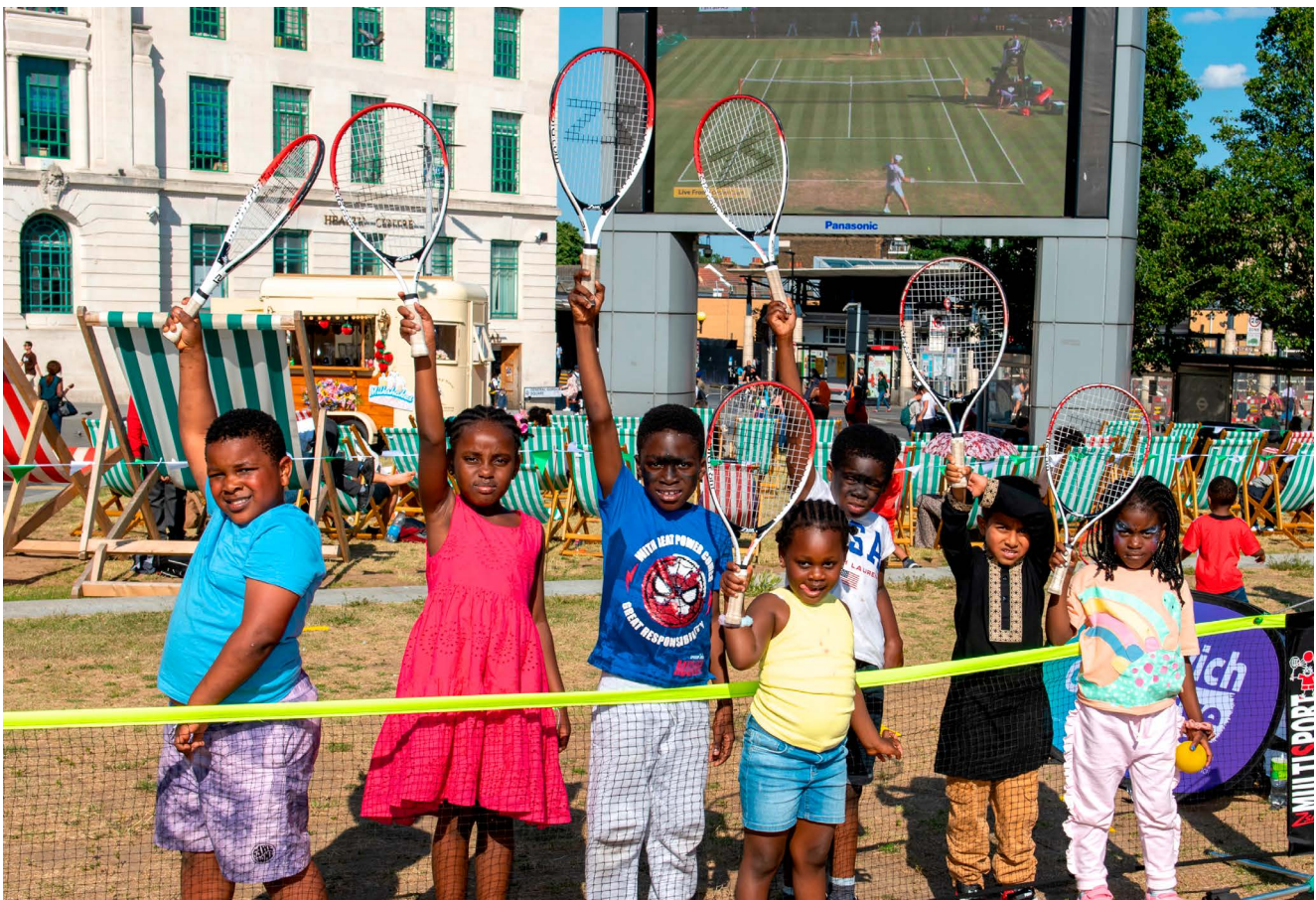
Wimbledon in Woolwich Late Friday 7th July 11am – 9pm

General Gordon Square was 'decked out' for members of the public to enjoy 'Wimbledon in Woolwich'. Visitors were invited to relax in regular and giant-sized deck chairs as they watched broadcasts of tennis at Wimbledon on the big screen.

From 11am to 9pm visitors enjoyed tennis themed refreshments including strawberries and cream and non-alcoholic summer cocktails. A variety of free tennis themed family activities were provided, from mini soft tennis and arts and crafts to bouncy castles and face painting.

Snapshot

- **200 attendees** during the evening



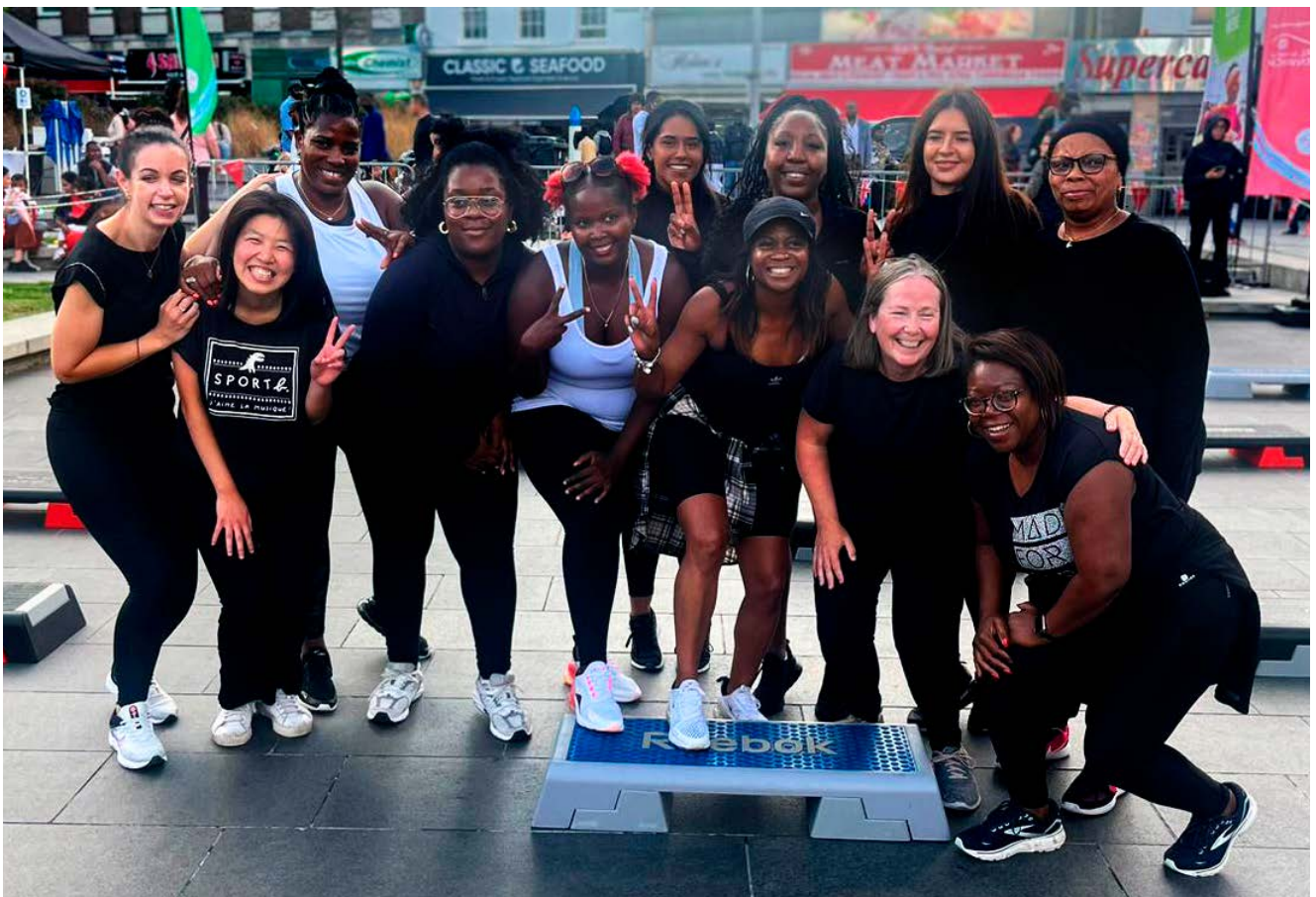
Events

Sports & Fitness Family Late Friday 28th July until 8pm

General Gordon Square and Beresford Market Square were transformed into outdoor sports and leisure centres, with demonstrations and taster sessions for ten sports. The event also included fitness classes alongside stalls providing access to healthy lifestyle advice.

Snapshot

- **250 attendees**
- **90%** of surveyed attendees at Holiday Fun Fridays events **made a purchase**



Case study – Royal Arsenal Riverside Summer Festival

Berkeley Homes organised and delivered a summer festival on Royal Arsenal Riverside Square. Night Time Enterprise Zone funding allowed the event to be extended later, paying for additional staffing costs, and opened the event to the wider community for the first time (previous events were restricted to residents of their housing development). The event ran until 10:30pm and was delivered with the support of local partners Woolwich Works and Greenwich Co-operative Development Agency (GCDA).

The event was a celebration of local community organisations and businesses. Activities included a community dog show, farmers market, arts and crafts stalls, a traditional carousel, an under-5s play zone and performances from Woolwich Works' resident artistic companies such as the National Youth Jazz Orchestra (NYJO), Acosta Dance, Punchdrunk, Protein Dance and Chineke. Workshops in the Woolwich Works 'Workers Yard' included hula-hooping with The Majorettes, TARU Arts drummers, rumba sessions and a 'Greenwich's Got Talent' competition.

Lessons learned

- Berkeley Homes developed stronger partnerships with local arts organisations and delivered an event for a much wider community for the first time.
- Events were successful in bringing people from the old town centre to the Royal Arsenal.
- The event demonstrated an appetite for later events.

Legacy

- Partnerships between Berkeley Homes and Woolwich Works were strengthened.
- Future events and summer festivals organised by Berkeley Homes will extend later into the evening.

Partners

Organisers: Berkeley Homes | Events and entertainment: Woolwich Works and Greenwich Cooperative Development Agency



Snapshot

- **Over 4,000 attendees** to the events
- Berkeley Homes to **maintain a focus on evening and night time events** in their future programme of events

Events

Heritage Action Zone - Which Woolwich Stories Cultural Trail

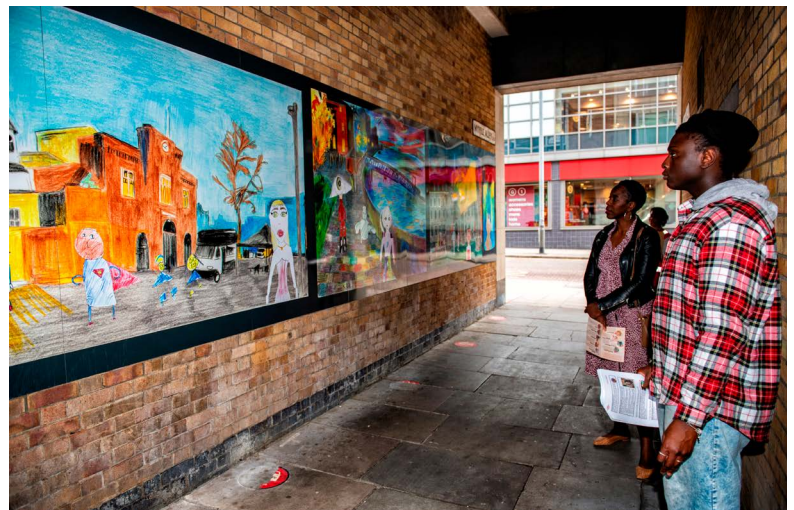
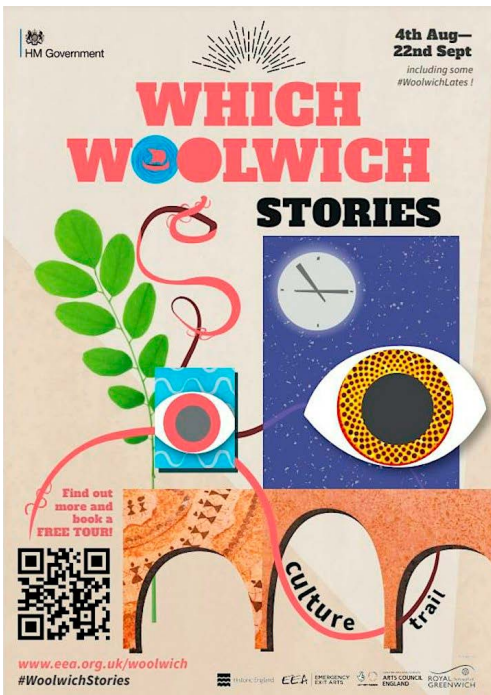
Cultural trails were created as part of the Woolwich Heritage Action Zone. The Night Time Enterprise Zone funded guided evening walks along the trails and community workshops from 7pm to 9pm.

The walking trail led visitors to businesses where art installations were being displayed. The installations showcased the art, community and culture of Woolwich and attracted customers to the host businesses. Some of the artworks have become landmarks in their own right around the town centre and have remained in place.

Guided walk participants were asked to create images of what Woolwich means to them and some were displayed in the town centre. Dance workshops led by Tramshed Theatre engaged high street shoppers and passers-by on Powis Street throughout the evening walks.

Snapshot

- **2,028 attendees** at the launch and across four evening walking tours



Events

Greenwich & Docklands International Festival - Launch Event, Friday 25th August 6.30pm – 8pm

The Greenwich and Docklands International Festival (GDIF) launched their 2023 programme in Greenwich with Open Lines, a free high wire spectacle in General Gordon Square. This high wire act by French company Basinga was performed by internationally renowned tight-rope walker Tatiana Mosio Bongonga.

The event took place in General Gordon Square and was preceded by a screening of a film on the big screen where local residents explained why Woolwich is so special and important to them. 12 residents featured in the film also acted as human anchors for the tight rope during the performance.

Snapshot

- **2,510** attendees, with **38%** originating from SE18
- **99%** rated the event 'good' to 'very good'





“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.”

“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.”

Community engagement

A survey distributed in September 2023 gathered the views of 192 residents in Woolwich. The results showed that they were most concerned about safety and security in the town centre and highlighted dissatisfaction with the range and quality of night time businesses and venues in the area.

When prompted to think about what activities would persuade people to spend more time in the town centre at night, activities for children, free events and live performances were the most frequent suggestions. Residents also wanted to see more night markets and street food stalls alongside additional events and cultural activities in the public realm. There was also demand for additional policing.

Local communities were heavily involved in the programming of events with local groups showcased during performances, talent shows and Tramshed's Open Mic nights in General Gordon Square.

Snapshot

- **192 residents** surveyed
- **61%** of event attendees were local, originating from SE18
- **64%** attendees to Tramshed's Family Festival and **55%** attendees to the 'Open Lines' event were new to events in General Gordon Square or visiting it for the first time



Business engagement and support

48 business owners and managers were interviewed to understand their experiences of the Night Time Enterprise Zone programme and the challenges they face. Higher footfall at night or stronger evidence about changes in footfall would be the top motivator for businesses to stay open later, followed by greater efforts to improve safety in the town centre and promotional support from the council. Businesses were also concerned with the costs of staying open later.

The programme fostered stronger links between the council and local businesses, with many extending their opening hours during events or offering special discounts on event evenings. Businesses also widely promoted the Woolwich Lates brand online through social media and in their physical premises.

Square Bubble Tea, for example, hosted art installations as part of the Which Woolwich Stories Culture Trail event with a large window installation featuring portraits of local people. Woolwich Indoor Market on Powis Street was also a stop on the trail, which encouraged people to explore the high street. These activities drew footfall from General Gordon Square to these quieter parts of the town centre, extending the benefits of the programme to a wider area.

Snapshot

- **165 businesses engaged** and **48 businesses surveyed**, of which **17% extended their trading hours** during events
- **63% increase in local spend** during event evenings compared to 2022
- **One in three surveyed businesses** promoted special offers during events
- **38% of businesses saw new or different customers** during events
- **18 new Night Hosts were deployed across seven events** to promote a welcoming and safe area at night



Night worker engagement and support

Greenwich Council organised a pop-up night worker surgery in collaboration with the local football team, Charlton FC. Staff from local businesses were encouraged to visit the Charlton FC wellness and healthy lifestyle bus, which was stationed in the town centre. Here, people could access health checks and speak to council teams and health specialists about the health risks of working at night and learn about strategies to reduce them. The surgery also pointed staff to existing resources and allowed night workers to pick up a handbook and directory developed by the council to highlight available resources and support.

"As a result of the Night Time Enterprise Zone, our curriculum offer will be revised to incorporate opportunities for workers with night shift patterns."

Adult Skills and Community Learning Manager at Greenwich Council

Case study – Night worker handbook

The Royal Borough of Greenwich developed a Night Worker Handbook to collate useful information and resources for night workers to support their health and wellbeing. Approximately 33% of all workers in the Royal Borough of Greenwich work at night. The Borough has created a Night Worker Handbook with advice and resources to support their health and wellbeing.

The handbook will be distributed to businesses and their staff. It will be launched at a 'pop-up night worker surgery' in Woolwich Town Centre and further sessions will take place in the NHS. Health and welfare providers will be on hand to provide support and advice to night workers.

Lessons learned

- Convening a working group allowed the council to pool knowledge from various council departments and create a comprehensive handbook.

Legacy

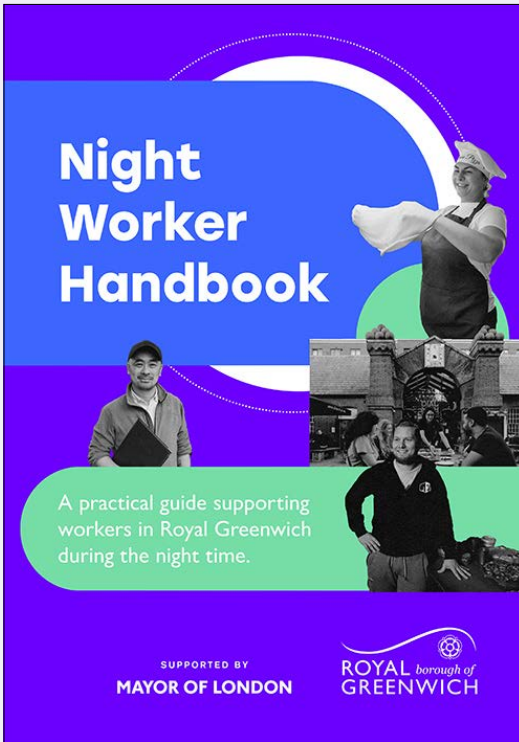
- Working together on the handbook helped raise awareness about night workers' needs across the council and focused minds on how council services and policies might better support them in the future.

Partners

Various teams from the Royal Borough of Greenwich including: Public Health; Greenwich Get Active; Employment Support and Good Work; Adult Skills and Community Learning; Women and Girls' Safety; Community Safety; Welfare Right; Cost of Living Advisory Services.

Snapshot

- Cross-departmental collaboration on a **Night Worker Handbook**
- **Events planned** in the town centre and an NHS hospital to support night workers and distribute the handbook



Safety

Women and Girls Safety

Greenwich Domestic Violence and Abuse Services

Get help if you are suffering from domestic abuse by calling the free helpline on **020 8317 8273** or by emailing info_gdva@h4w.co.uk.
Website: gdva.org.uk

The HER Centre

Get free support if you have experienced domestic abuse or sexual violence by contacting the HER Centre on **020 3260 7772** or by emailing info@hercentre.org.
Website: hercentre.org

National Domestic Abuse Helpline

Call the free 24-hour National Domestic Abuse Helpline on **0808 2000 247**.
Website: nationaldahelpline.org.uk



Community Safety, CCTV, Safe Havens

Safehaven Superhubs

There are currently five Safehaven Superhubs in our borough: **Yorkshire Grey McDonalds in Middlepark, Powis Street McDonalds in Woolwich, and Eltham McDonalds on Eltham High Street**. More are due to open in the future.
Find out more at royalgreenwich.gov.uk/safehaven-superhubs

If you are in danger, feel threatened or harassed on the street, are unwell or just in need of some help, you can visit any of these locations and staff will help you.

Safehavens can help by:

- letting you inside and keeping out those who are threatening you
- calling the police, ambulance, or family or friends
- simply by giving you directions or public transport information
- make sure you feel safe and confident to leave when you want to
- staff are fully trained to use specialist equipment like defibrillators and bleed kits



Community Safety Team

You can learn more about community safety initiatives in Greenwich and contact the community safety team here at royalgreenwich.gov.uk/community-safety. The team covers anti-social behaviour, crime, crime prevention, and CCTV. You can report anti-social behaviour, raise a concern about abuse, view CCTV footage, and more.

Prevent

Prevent is a part of the UK's counter-terrorism strategy, CONTEST. Prevent helps to protect society from terrorism by supporting people who are at risk of radicalisation and offering them appropriate interventions.

Find out more here at royalgreenwich.gov.uk/report-suspected-terrorism on:

- How to report concerns
- How people become radicalised

You can also read more on the national process at act.campaign.gov.uk

Marketing and communications

Woolwich Lates brand guidelines and a marketing toolkit were developed to promote the Night Time Enterprise Zone events programme. Visit Greenwich and Greenwich Council helped businesses produce promotional materials, ensuring visual consistency and alignment with the campaign messaging. Marketing materials included social media assets, branded window stickers, tote bags, flags, hi-vis vests for volunteers and a map of later opening businesses.

The Night Time Enterprise Zone programme was promoted on the Visit Greenwich and the Royal Borough of Greenwich websites. Woolwich Lates articles were the top three most read stories on the council's website. The programme was promoted through existing residents' newsletters which reached 15,000 people. A promotional video was produced to position Woolwich as a late night destination. It played continuously on Uber Boats by Thames Clippers and was viewed by over 71,000 people between June and November.

Snapshot

- **46,000 impressions** for Woolwich Lates on social media
- Woolwich Lates digital newsletters had an **above average open rate of 25%**
- Woolwich Lates news items were the **top three most read** on the council's website
- **Woolwich Lates has been maintained as a brand** with additional events in the Autumn after the end of the programme

ENJOY WOOLWICH BUSINESSES OPEN LATE

Key:

- Street
- Elizabeth Line
- Rail
- Woolwich Foot Tunnel
- DLR
- Woolwich Arsenal Pier
- Woolwich Ferry

FOOD AND DRINK:

- 1 Barcode Bar & Restaurant
- 2 Kabob Lounge
- 3 The Great Harry (3 Washrooms)
- 4 Resistor's Piri Piri
- 5 Lebanese Gourmet London
- 6 Kabab Kingdom London
- 7 Al Rayyan Restaurant
- 8 Mays DD's
- 9 Kallash Momo
- 10 Woolwich Grill Chicken
- 11 Royal Kabab
- 12 Urban Ice Desserts
- 13 Station Kabab House
- 14 Eat Up
- 15 Man London
- 16 Anel Foods Eataway
- 17 Checka World
- 18 Dinevik's Piro
- 19 Subway
- 20 Angkasa Air
- 21 The Bull Tavern
- 22 Costa Coffee
- 23 Josh News
- 24 Amazing Grace Trading
- 25 Dhalib Food & Cafe
- 26 Dubai Lounge
- 27 Tasty Salsa and Grill
- 28 Cookzby
- 29 Tasty's Restaurant
- 30 Sagan Caribean Takeaway/Bar
- 31 The Earl of Chatham
- 32 The Royal Rooster
- 33 The Coffee Lounge
- 34 Greggs
- 35 Nando's
- 36 McDonald's
- 37 Gemini Door Kabab
- 38 Tosa Bell
- 39 Groggs
- 40 Papa John's Pizza
- 41 Cinema Cafe Woolwich
- 42 Wingy
- 43 Tasty African Food
- 44 KFC
- 45 Wing Lee Chinese Food
- 46 VIB Bar
- 47 Vibe Burger Pho and Grill
- 48 SALT Woolwich
- 49 Dial Arch
- 50 The Gunterhouse

CONVENIENCE:

- 75 Lowest Foods
- 76 Jimmy Food Store
- 77 Best African Food Store
- 78 Olowanara Boutique
- 79 Millennium Supermarket
- 80 AFI Hala Foods
- 81 M & M Supermarket

ENTERTAINMENT & LEISURE:

- 82 Trashed
- 83 Woolwich Snooker Club
- 84 Equitable House
- 85 Woolwich Works
- 86 Punchdrunk
- 87 Access Dance Foundation
- 88 AT YR
- 89 Anytime Fitness

RETAIL:

- 90 Vaping Joint
- 91 G & E African Food Supplies
- 92 IB Patel & Sons Newsgart
- 93 Mullu Food and Wine
- 94 Sainsbury's
- 95 KSN Food
- 96 Nisa Local
- 97 Pounderbranch
- 98 JP Stores
- 99 Moko Quality Meat
- 100 Woolwich Fish Market
- 101 Home Store
- 102 The Cakery
- 103 Lily of the Valley Fashion
- 104 Tesco Express
- 105 Toco
- 106 Marks & Spencer

WOOLWICH INDOOR MARKET:

- Alenamhas
- Blossoms Mini Mart
- Dondy Korca
- Duck Duck Park
- P's place
- Hachi Sashi
- Inbetween Fusion Burgers
- Mary's Takeaways
- Ruthy's Kitchen African

Discover the best places to visit, eat and drink at enjoyroyalgreenwich.org.uk/woolwich-lates



Case study – Brand Toolkit

What we did

The Night Time Enterprise Zone marketing campaign was underpinned by a toolkit for businesses and partners to ensure consistent and clear messaging about Woolwich as a night time destination. The toolkit was developed by the communications teams at Greenwich Council and Visit Greenwich. It contains key messages, social media templates and standard copy for partners to use when talking about the programme as well as detailed brand guidelines and assets.

Lessons learned

The toolkit brought together the diverse and growing offer of Woolwich in one place. It highlighted the need to develop a destination campaign for Woolwich that raises its profile and better defines its identity for local people and visitors.

Legacy

The Woolwich Lates brand has been retained and evening events that took place after the programme have used the campaign marketing material for their promotion.

Partners

Toolkit Design: Visit Greenwich and Royal Borough of Greenwich

Snapshot

- Bespoke Woolwich Lates **campaign video** developed
- Photography and **media assets** developed for local businesses and partners to create their own Woolwich Lates advertisements



CAMPAIGN TOOLKIT

SUPPORTED BY
MAYOR OF LONDON

ROYAL BOROUGH OF
GREENWICH

HOW YOU CAN GET INVOLVED

We are inviting people to help spread the Woolwich Lates message to raise the profile of Woolwich as the ultimate night time location.

Ways to spread the Woolwich Late's message:

- Use the hashtag #WoolwichLates to contribute to Woolwich Lates social activity.
- Share our social posts & campaign film to maximise the campaigns exposure and success.
- Feel free to use any of our campaign photography and films. Which you can access [here](#).
- If you're a business, offer a later opening to contribute to the buzz of late night activity.
- Let us know about your late night activity, tag us @Royal_Greenwich or email us business@royalgreenwich.gov.uk, about your event
- Create your own Woolwich Lates advertisements using our social media & poster templates. You can find them [here](#).
- Display our window sticker proudly in your window.



#WOOLWICHLATES

Partnership working

The Night Time Enterprise Zone programme strengthened relationships and promoted partnership working with local arts and cultural organisations such as the Greenwich and Docklands International Festival and Tramshed. The Which Woolwich Stories trail was very effective in pairing-up local artists with businesses that hosted their artworks and events.

Using established marketing and communication channels helped attract visitors. For example, the Visit Greenwich website successfully promoted the events to a wider audience.

“We’ve definitely seen an increase in that post-7pm footfall, people visiting the Arsenal and in business takings as well which is really good.”

Berkeley Homes



Equality, diversity and inclusion

The Night Time Enterprise Zone programme sought to engage the very diverse population of Woolwich. This is reflected in the diversity of the communities that attended the events and in the broad range of communities who co-curated, designed, set-up and performed in the cultural programme. From the Greenwich and Docklands International Festival Launch Event and the Mughal Miniatures performances to the open mic talent shows, the programme of activities was an accessible, inclusive and joyous celebration of the people of Woolwich.



Lessons learned

Unmet demand for evening activities

The Night Time Enterprise Zone funding was used to extend the hours of existing council-run events programmes and tested the feasibility of extending family-friendly events into the evening and night time. There was strong demand for the free events and attendees wanted to see a continued focus on family-friendly events.

Continued concerns around ASB

The programme highlighted how much safety and anti-social behaviour (ASB) concerns are impacting Woolwich as a night time destination. Night Time Enterprise Zone events aimed to tackle ASB and improve perceptions of safety by increasing footfall, animating streets and public squares and encouraging surrounding businesses to stay open later.

Better communication

It is important to create a sense of community among late opening businesses. This requires frequent communications across various channels setting out the opportunity and support available. It is also important to create an active group of night time residents and visitors. The Woolwich Lates brand was useful to rally businesses around. More could be done to ensure residents and visitors are aware of upcoming events in the town centre.

Nurturing local talent and fostering civic pride

The programme allowed the council to showcase local artists, businesses and arts organisations. Partners such as Emergency Exit Arts, Tramshed and Woolwich Works supported community events that attracted local people. Promotional videos and activities such as the walking trail included local stories and created a sense of civic pride.

Legacy and next steps

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 events in the town centre. The long-term aspiration of the council is to establish a BID in Woolwich to provide a consistent and sustainably-funded evening and night-time events programme.

Sharing lessons

The lessons and approaches of the programme 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.



Concept designs for Beresford Square Market at night

A night time strategy for Greenwich

The Royal Borough of Greenwich has committed to developing a night time strategy for the borough. Drawing lessons from the pilot events and activities in the Night Time Enterprise Zone, the strategy will explore opportunities to transfer elements of the programmes to other town centres.

High Streets For All funding from the GLA supported the development and delivery of a night time strategy for Greenwich Town Centre in 2022. The council will adopt a similar town centre-specific approach to their borough-wide night time strategy, ensuring recommendations and actions are tailored to the unique contexts and challenges of each of the borough's town centres.

The council will be developing an inclusive economy and a culture strategy in parallel. These will incorporate key findings from the Night Time Enterprise Zone programme.



Acknowledgments

Greenwich Council would like to thank the following partners involved in the delivery of the Night Time Enterprise Zone:

External partners

- Visit Greenwich
- Greenwich Co-operative Development Agency
- The Metropolitan Police
- Berkeley Group
- Greenwich Inclusion Project
- Emergency Exit Arts
- Greenwich Leisure Limited
- The Tramshed
- Uber Boats by Thames Clipper
- British Land
- Greenwich and Docklands International Festival
- Woolwich Works
- Volunteer Centre Greenwich
- Greenwich Enterprise Board

Greenwich Council

- Business, Employment and Skills
- Events & Marketing
- Environment and Leisure
- Community Safety and Environmental Health
- Licensing
- Public Health
- Advice and Benefits
- HR Professional Services
- Communications and Democratic Services
- Integrated Commissioning for Adult Services

Businesses

- Duck Duck Pork
- Kailash Momo
- Square Bubbles Tea
- Snappy Snaps
- Taco Bell
- German Doner Kebab
- Earl of Chatham
- Hitashi Sushi
- The Cakery
- @VR

MAYOR OF LONDON

