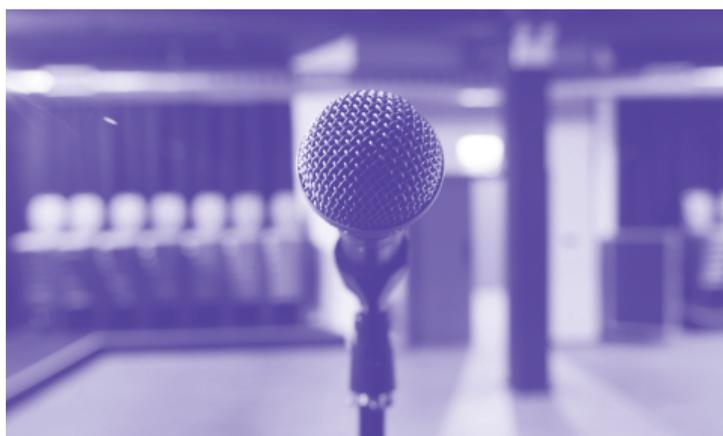
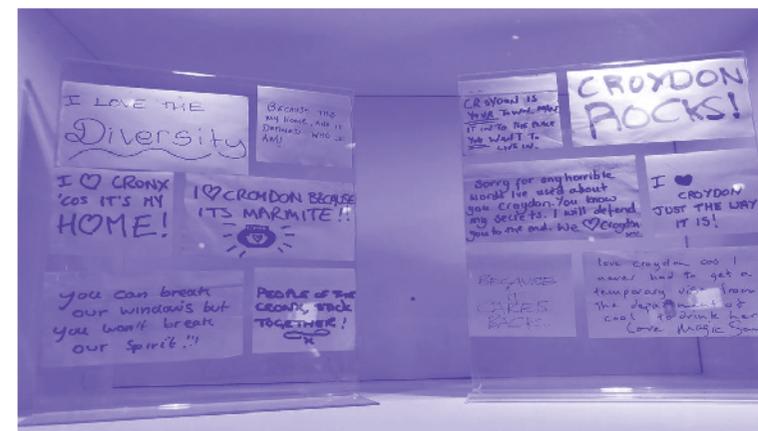




— 6 'TIL LATE —
CROYDON'S EVENING
AND NIGHTTIME
ECONOMY PLAN
2 0 1 9 - 2 0 2 4



Contents

5

Foreword

6

Key Statistics

8

Priority One: A Collaborative Approach

10

Priority Two: A Diverse Offer

12

Priority Three: A Vibrant Croydon

14

Priority Four: Attracting investment

16

Action Plan



THE COUNCIL AND THE EVENING AND NIGHT TIME ECONOMY (ENTE) STEERING GROUP ARE COMMITTED TO OUR VISION TO MAKE CROYDON SOUTH LONDON'S DESTINATION OF CHOICE.

Foreword

Croydon is in the middle of the biggest period of transformation since the sixties.

In addition to a £5.25 billion programme of investment, we've got borough-wide regeneration happening across all wards to make sure our emergent economy meets the needs of our growing population, which is growing at a faster rate than at any time since the post war period, and which rightly expects an economy that is working 24/7.

That's why this partnership-based approach has been developed in recognition of a need for a 6 till late revival. Beyond the 9-5 economy, this is about utilising our spaces in a different way, and more than anything, it's about bringing people together to create a lasting yet evolving evening and night time culture that meets the needs of all residents and businesses.

A partnership facilitated by the council, that is led by the industry and works in partnership to further stimulate and support an already resurgent after 6 economy. In a collective effort to create South London's destination of choice, we've established our partnership to reach across the entire borough inclusive of PubWatch, the Metropolitan Police, Croydon BID, Purley BID, New Addington BID,

the South End Business Association, the London Road Business Association, the Croydon Business Network, the Croydon Culture Network, Shaking Hands, the Fairfield Halls and Boxpark.

Our collaboration is what makes our approach unique, shared across our portfolios, we're working together to show our commitment to growing a safe, vibrant and prosperous economy.

Over the years the 6 till late economy in Croydon has suffered as tastes and habits have changed. Many residents have been impacted by austerity and have reduced their expenditure on leisure activities. Having said that, since 2012 we have seen an increase in the number of people employed by the after 6 economy, reaching 36,000 in 2017. This provides confidence that the appetite for after 6 is growing – we are excited to see this upward trend continue.

The £41million refurbishment of Fairfield Halls, has presented a number of opportunities for the economy, whilst we also see our young businesses thriving across the borough. To name just a few - Mr Fox, Play Nation, Fun House, Ludoquist and

The Joker are complementing our more mature businesses. Croydon High Street, with the Vue cinema, Milan Bar and Turtle Bay have been enhanced by the use of the pedestrianised area for events, which in turn is stimulating demand for venue space.

Beyond the centre of Croydon there are some great examples of businesses clustering to make the most of the opportunities offered in the after 6 market – Purley restaurants, Stanley Halls and The Blue Orange Mediterranean Restaurant are all great examples of this.

Our 6 till late economy is about creating culture and opportunity – it's an important part of what makes Croydon a great place to live and work. That's why the council and the Evening and Night Time Economy (ENTE) Steering group are committed to our vision to make Croydon South London's destination of choice.



Cllr Manju Shahul-Hameed
Cabinet Member for Economy & Jobs

Cllr Oliver Lewis
Cabinet Member for Culture, Leisure & Sport

Cllr Hamida Ali
Cabinet Member for Safer Croydon & Communities

▶ KEY STATISTICS



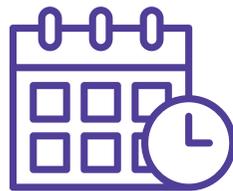
1795

VENUES



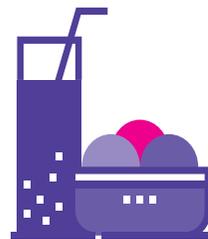
32115

CURRENT JOBS



20

EVENTS PER WEEK



43%

OF BUSINESSES DOMINANT IN THE FOOD AND DRINK SECTOR. MORE SPECIFICALLY, 27% OF NTE BUSINESSES IN THE CENTRE ARE RESTAURANTS OR MOBILE FOOD SERVICES



SAFETY - FOR THE YEAR 2016-17

CROYDON RANKED 18TH OUT OF THE 33 LONDON BOROUGHS IN TERMS OF ITS CRIME RATE, WITH 67.4 CRIMES PER 1000 POPULATION, BELOW THE LONDON AVERAGE OF 73.2.

SOURCE: MET POLICE 2017



THE SECOND LARGEST SECTOR IS RETAIL (15%), AND THESE ARE MOSTLY NON-SPECIALISED STORES OFFERING FOOD AND DRINK (I.E OFF-LICENCES AND SUPERMARKETS)



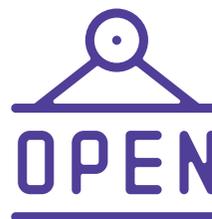
67%

OF LONDONERS FEEL THEIR HIGH STREET IS A SAFE PLACE TO SPEND TIME



37%

OF LONDONERS AGREE THAT POLICE ARE VISIBLE, RELIABLE AND RESPONSIVE IN THEIR AREA.



IN THE ARTS AND ENTERTAINMENT CATEGORY, GAMBLING AND BETTING SHOPS DOMINATE (THERE'S 15 IN THE CENTRE), SECOND ARE GYMS (5 BUSINESSES).

For Croydon, the breakdown is similar, although the second largest sector is Health and Social work (17%), and the food service sector is a smaller proportion (34%)



▶ A Collaborative Approach

What we will do

- Work with partners to promote all of Croydon's evening and night time economy leisure offer in one place.
- Utilise our existing marketing opportunities to promote the after 6pm offer in Croydon.
- Spread the word amongst influencers, such as developers, big employers and hotel owners.
- Work with partners such as Boxpark, BH Live and those in the Croydon Cultural Partnership to support a coordinated programming approach.
- Ensure that our offer continues to develop, and that we provide a rich diverse programme of events and activities.
- Encourage innovation and creativity from our businesses and communities to meet the social needs of our residents.
- Work together to promote each of Croydon's after 6pm destinations with their own unique selling points (USP)

▶ We want Croydon's residents to know more about their borough's amazing evening and night time leisure offer. We want them to have fun after 6pm and to spread the word.

Croydon is already home to a huge number of great restaurants, bars, pubs, events and cultural venues across the borough. In the evening and at night many parts of the borough are already buzzing with activity. However our research has shown that people living and working in Croydon are not always aware of what is on offer and we need to do something about that.

Currently businesses do their own marketing and promotion individually and there are a number of web sites that provide a partial view of what is happening. There is now both the need and the desire to come together and find creative ways to pool resources and promote what is happening. Our survey showed that 78% of the residents and visitors who responded, find out about upcoming events through social media; this will therefore be a key focus of the marketing effort.

The ENTE Steering Group is committed to working together to find a way to combine their resources and coordinate the promotion of the amazing opportunities to have fun in Croydon after 6pm. The district centres and parts of the metropolitan town centre, are home to many well-known and much loved venues such as the Stanley Halls in South Norwood; The Blue Orange Mediterranean Restaurant in Thornton Heath and more. The ENTE steering group will seek to work with local partners to promote these and other locally loved venues, creating a strong After 6 local identity.

Clusters will be identified in publicity and marketing such as the food quarter on London Road and a Gaming Hub including businesses such as the Ludoquist Board Games Cafe, Heart of Gaming, Limitless VR and Playnation. This will attract other businesses to the area, creating growth.

As set out in the borough's cultural plan, local communities will be supported by council officers to develop specific cultural opportunities to bring more people into their high streets in the evenings. This will complement the existing offer and attract new businesses.



"We want to make Croydon into one of the top Evening and Night Time destinations south of the river. Working in partnership the ENTE Steering Group will make this happen."

Cllr Manju Shahul-Hameed



▶ A Diverse Offer

What we will do

- Continue to ensure that our diverse borough-wide events programme remains driven by the community and is supported by cultural funding e.g. Croydon Pride & Mela.
- Continue to ensure that the new Fairfield Halls programme reflects the needs of the diverse population and showcases local talent.
- Make the After 6 economy part of borough-wide place regeneration plans.
- Explore the extension of opening hours of libraries, leisure centres and other council-owned facilities in order to meet the needs of residents.
- Look at possibilities for late night shopping opportunities and day time leisure offers to bring more people to all of Croydon's high streets
- Identify barriers to participation for the LGBTQ+ communities, and work with After 6 venues and our partners to strengthen the offer and improve access.
- Identify options to remove barriers and accessibility issues, for those with disabilities to enjoy the after 6 economy.
- Encourage more employers in the After 6 economy to be Good Employers and become accredited to the Good Employer Charter.
- Pilot community-led evening events in the Clock Tower 2018/19 and create a great venue.

- ▶ Croydon's population is large, diverse and young; the after 6 economy must meet the needs of the whole population. It needs to be affordable, accessible and inclusive.

A more vibrant, attractive and exciting After 6 economy that meets the diverse needs of our residents, will bring jobs and prosperity to the borough. It also makes our high streets busier and safer after dark.

Croydon is experiencing the fastest population growth since the interwar period; the population is expected to increase to just under 500,000 by 2050.

Almost 25% of the population is aged 17 and under. The demands of young people have changed; they are drinking less alcohol and seeking other types of entertainment. Our youth offer including the new 'Legacy' OnSide Youth Zone, will provide a huge range of activities specifically for young people after 6pm. We will also seek innovative providers such as those behind Roof East to diversify the offer further.

Over 10,000 people in Croydon are living in areas that are considered to be within the most deprived in England. In order to include those on low incomes free or very low cost provision is being provided in public spaces supported by the council.

Croydon has a comparatively large population who identify themselves as gay, lesbian or bisexual. Croydon's community and council are proud to support the ever growing Croydon Pride and identify ways of supporting the After 6 economy through training for staff and supporting a broader offer.

The borough is also home to the third largest ethnically diverse population. This diversity is reflected in the borough's events

programme, such as the Mela and the newly launched Fairfield Halls, home to Talawa the UK's primary black theatre company. Working with the community through the Culture Network, ENTE Steering group, BiDs and other local groups we intend to strengthen this offer.

Also it is estimated that 14.1% of the population in Croydon had their day-to-day activities limited to some extent by a long-term health problem or disability. The ENTE Steering group will work with partners such as Gig Buddies and other to explore opportunities to improve the access that this group have to the 6 til late.





▶ A Vibrant Croydon

What we will do

- Work with partners to improve signage, wayfinding and lighting at key public transport hubs to make the ENTE more accessible
- Align with the Growth Zone Team to ensure that the After 6 economy is considered in plans to make improvements with lighting, wayfinding and hoardings.
- Manage litter and waste in After 6 economy destinations, and along key routes from public transport and parking hubs to ENTE destinations
- Look into the use of the After 6 economy ambassadors and or Street Pastors to manage alcohol-related harm.
- Continue to work with the Metropolitan Police to identify areas that require additional support for safety.
- Explore longer opening hours options with libraries, coffee shops and leisure centres and other day time venues.
- Explore options with TFL to improve the borough's public transport at night.
- Explore technological solutions to improving lighting, wayfinding and community safety.

▶ We want to see the growth of resilient businesses that thrive and bring life to the streets of Croydon after 6.

Ensuring that our ENTE is attractive to local residents, businesses and visitors is very important, however this is determined by more than the local offer. Many other factors contribute to how residents and visitors feel about Croydon in the evening and at night, this includes how safe they feel and the cleanliness of the environment.

The effects of good investment can be seen in Surrey Street, the High Street, Thornton Heath and around the Fairfield halls where the council has invested in new lighting, extra cleaning, signage and street furniture.

The council's Croydon Lit lighting framework will encourage lighting innovations that brighten public spaces, making them feel attractive and safer after dark.

There is a strong, unfair perception that Croydon is less safe than other boroughs, and this feeling is heightened in the evening and at night. Through the work involved in implementing this strategy the council and partners will seek to put right that perception and ensure that visitors and residents do feel safe. We will revisit community safety in partnership with the Metropolitan Police and Pubwatch, Also, we will consider options to improve the response to alcohol-related harm.

Well-lit, well used, signposted streets also feel safer at night. This is why we will look into opportunities to increase the number of businesses and services that are open at this time and review the street lighting in key areas. Also the council will seek to improve the wayfinding infrastructure to make it easier for visitors to find their way to key destinations.

In addition visitors, workers and residents feel more welcome in an ENTE destination that is clean, well-lit, where rubbish has been collected. That is why this improving is a key area of this plan.

Technological solutions are also being explored as a part of Croydon Digital's Internet of Things work.

Croydon has largely excellent transport links to central London, Gatwick Airport and the South East. Well served by Rail, Overground, Trams, Buses and road links, the main train stations are at East Croydon and West Croydon and services operate 24 hours a day on most routes. A long term objective of the ENTE steering group will be to improve this offer post-midnight which is more limited.



▶ Attracting Investment

What we will do

- Help businesses to host live music with advice and funding.
- Provide a bespoke business support offer in libraries and other venues around Croydon.
- Provide financial advice, guidance and support through partners and the Croydon Enterprise Loan Fund.
- Provide a free recruitment service through Croydon Works.
- Develop a website to support businesses in the creative industries.
- Seek new exciting businesses with a diverse range of After 6 opportunities to fill empty buildings where possible and appropriate.

▶ We want to see the growth of resilient businesses that thrive and bring life to the streets of Croydon after 6.

There has been a huge amount of innovation in Croydon's After 6 economy over the last few years. As tastes and markets change the borough's culture and entertainment offer has too. Central Croydon's traditional, much loved pubs such as The Oval, and the Spread Eagle, and restaurants such as Bagattis and Little Bay have been joined by Box Park, The Joker, Mr Fox and Memory Box. Many clubs have closed or been replaced. Also, other more innovative providers have opened to meet other tastes such as Ludoquist and Playnation.

However, we want to attract more businesses to meet the diverse needs of our residents and improve the feel of the evenings in the metropolitan town centre and the district high streets.

Therefore in partnership we are seeking new providers and supporting them to find venues. We also support them with a full business support offer; financial advice and support where appropriate and help with navigating planning and licensing. In addition the council provides a free recruitment service (Croydon Works) and access to training where needed. Existing providers are being helped in a similar way, but also to diversify, for example to show case local talent in live music events. A web site is also being developed under the Creative Enterprise Zone to support creatives to find these venues.





THE OVAL TAVERN

ALE HOUSE

ESTD 1830
THE OVAL
TAVERN

CORN

ALE HOUSE

▶ ACTION PLAN

Year	Title	Title	Title
2020	Raise Awareness of collective approach to improve the ENTE	<ul style="list-style-type: none"> • Make leadership of the re-energisation of the ENTE more visible: • Cabinet report • Press release - Steering group • Create ENTE champions/commissioners • ENTE roundtable 	<ul style="list-style-type: none"> • Council – Economic Growth • Croydon BID • ENTE Steering Group • Businesses & Operators
2020 – 2023	Work collaboratively to agree on joint programming	<ul style="list-style-type: none"> • Work collaboratively to agree on joint programming. Agree to some high level joint programming between larger providers to avoid major event clashes and to keep the level of activity high. • Agree some joint programming amongst smaller venues. 	<ul style="list-style-type: none"> • ENTE Steering Group • Council - Economic Growth & Culture Teams • Business & Operators • BIDs and Business Associations • Businesses & Operators
2020 – 2023	Develop a strong media presence in partnership to showcase the borough's ENTE offer and change the perceptions.	<ul style="list-style-type: none"> • Explore the use of websites and social media campaigns to promote the ENTE offer. Current examples include www.explore croydon.com (Council), www.visitlondon.com/croydon, checkoutcroydon.com (town centre only). • Create strong social media campaign around events, offers and unique selling points of clusters or individual After 6 offer. • Contribute to the development of the CEZ/Music City web site where appropriate • Explore and agree before/after complementary promotional provision or deals. • Develop and agree a social media plan. • Explore whether CEZ/Music City Hoardings promotion plan can be broadened. • Fairfield Halls magazine/web site. • Your Croydon • Explore methods of promoting Croydon's offer with big employers such as Croydon BID members, the HMRC and Home Office • Develop ideas for creative promotional activities in busy areas and on public transport to promote events and activities. 	<ul style="list-style-type: none"> • Council Communications - Economic Growth, Culture & Croydon Digital Teams • ENTE Steering Group • BID & Business Associations • Businesses & Operators

Year	Title	Title	Title
2020	Utilise networks and influencers to raise awareness	<p>Set up a series of events /press conferences and familiarisation visits to promote Croydon’s ENTE and showcase the borough to specific audiences including:</p> <ul style="list-style-type: none"> • Estate agents and Marketing suites of developments • Hotels • Local media and national press • Residents associations • The staff of businesses new to Croydon <p>Organise and facilitate an ENTE Roundtable to discuss issues such as improving community safety.</p>	<ul style="list-style-type: none"> • ENTE Steering Group • Council Economic Growth Team • Croydon BID Ambassadors • Develop Croydon Partnership
2020 – 2023	Develop and promote unique destinations	<ul style="list-style-type: none"> • Identify anchor venues or clusters in the metropolitan centre and the district centres that can be promoted as destinations in their own right. • Work with owners and local community on promotional plan. • Use planning levers to encourage the development of a complementary ENTE offer. • Seek venues and businesses to fill them. • Ongoing work in ‘destinations’ will take place to explore extending opening hours of existing daytime facilities such as shops, cafes, medical facilities and libraries to provide activity in the ENTE areas and a bridge to more traditional ENTE activities. 	<ul style="list-style-type: none"> • ENTE Steering Group • Council - Economic Growth, Culture, Planning & Regeneration Teams • BIDs and Business Associations • Local Community Groups • Providers & Operators
2020	Meet the needs of Croydon’s diverse population more effectively	<ul style="list-style-type: none"> • Identify the barriers for the LGBTQ+ community. • Explore whether training could be offered to venue staff. • Explore how to Develop a stronger LGBTQ+ offer for Croydon. • Look to develop an events programme. 	<ul style="list-style-type: none"> • ENTE Steering Group • Economic Growth & Equalities and Culture Teams • Businesses & Operators
2020		<ul style="list-style-type: none"> • Identify options for supporting and encouraging people with disabilities to enjoy the ENTE. 	
2020 – 2023		<ul style="list-style-type: none"> • Explore the diversity of the offer in district centres and options to support broadening of offer. 	

▶ ACTION PLAN

Year	Title	Title	Title
2020-2023	Increase the range of activity in existing businesses to enhance the ENTE	<ul style="list-style-type: none"> • Encourage and support existing businesses to expand their offer by providing business support, grants and loans. e.g. Music city trials pilot and 'Try January' 	<ul style="list-style-type: none"> • ENTE Steering Group • Economic Growth & Culture Teams
2020-2023		<ul style="list-style-type: none"> • Support new businesses to open by actively identifying suitable premises for ENTE businesses and assisting them to acquire space. These new businesses can receive addition help through Discretionary Business Rates Relief and CELF loans where appropriate. 	<ul style="list-style-type: none"> • ENTE Steering Group • Economic Growth Team
2020-2023		<ul style="list-style-type: none"> • Guidance will be developed by the Council to support new and expanding businesses with understanding planning, licensing, environmental and events policies to support them to start and establish their ENTE business in Croydon. 	<ul style="list-style-type: none"> • ENTE Steering Group • Economic Growth, Planning and Licensing Teams
2023	Make it easier to get around the borough at night	<ul style="list-style-type: none"> • Implement Croydon Lit – pilot Autumn 2019 • Use hoardings to support wayfinding – hoarding plan to be produced in partnership with developers. • Wayfinding around key destinations and walking routes from transport hubs to be reviewed across the borough. • Review contractual agreements and rubbish collection policies around ENTE venues and walking routes from transport hubs to be reviewed. • Consider producing ENTE map/brochure • Explore use of Croydon BID ambassadors 	<ul style="list-style-type: none"> • ENTE Steering Group • Economic Growth, Culture, Public Realm, regenerations • BIDs and Business Associations
2020-2023	Improve public transport and access to parking.	<ul style="list-style-type: none"> • Lobby to extend the operating hours of the overground to West Croydon and the trams. • Explore options to expand tramlink. • Explore additional bus routes that run at night. • Explore digital solutions to finding parking spaces. 	<ul style="list-style-type: none"> • Council Planning, Public Realm & Digital teams • ENTE Steering Group
2020-2023	Improve community safety at night.	<ul style="list-style-type: none"> • Lighting around ENTE venues and walking routes from transport hubs to be reviewed. • Work with partners to visibly increase security in ENTE destinations. Consider the role and funding of the police, Night Pastors etc. 	<ul style="list-style-type: none"> • Council Public Realm and Violence Reduction Network teams,
		<ul style="list-style-type: none"> • Explore role of night time economy ambassadors 	<ul style="list-style-type: none"> • ENTE Steering Group • BIDs & Business Associations, Metropolitan Police.

Year	Title	Title	Title
2020-2023	<p>The council and statutory partners will ensure that our policies and legislation support the development of Croydon's ENTE and will join up work across policy areas including:</p> <ul style="list-style-type: none"> • Culture Strategy • Planning Policy • Licensing Policy • Events Policy • Environmental Control for Noise, Air Quality & Lighting • Croydon Digital 	<ul style="list-style-type: none"> • Council ENTE working group set up to review council policies and act as ENTE ambassadors in decision-making, bid writing/resourcing and policy development. 	<ul style="list-style-type: none"> • Multiple Council services Co-ordinated by Economic Growth
2020-2023	<p>Utilise the new technologies available in the borough's Smart Cities programme of development to enhance the ENTE.</p>	<ul style="list-style-type: none"> • Investigate the use of technologies to improve street lighting, street safety, wayfinding and promotion. 	<ul style="list-style-type: none"> • Croydon Digital, Regeneration, Culture & Economic Growth Teams



— **6 'TIL LATE** —
CROYDON'S EVENING
AND NIGHTTIME
ECONOMY PLAN

2 0 1 9 - 2 0 2 4