

**For general release**

<b>REPORT TO:</b>	<b>Scrutiny and Overview Committee</b> <b>11<sup>th</sup> December 2018</b>
<b>SUBJECT:</b>	<b>Evening &amp; Night Time Economy Strategy</b>
<b>LEAD OFFICER:</b>	<b>Emma Lindsell – Director of Economic Growth</b>
<b>CABINET MEMBER:</b>	<b>Councillor Manju Shahul-Hameed: Cabinet Member for Economy &amp; Jobs</b> <b>Councillor Oliver Lewis: Cabinet Member for Culture, Leisure &amp; Sport</b> <b>Councillor Hamida Ali: Cabinet Member for Safer Croydon &amp; Communities</b>
<b>PERSON LEADING AT SCRUTINY COMMITTEE MEETING:</b>	<b>Emma Lindsell – Director of Economic Growth</b> <b>Paula Murray – Creative Director</b>

<b>ORIGIN OF ITEM:</b>	This item is included within the Committee's Work Programme.
<b>BRIEF FOR THE COMMITTEE:</b>	To provide input into the Council's Evening & Night Time Economy Strategy ahead of it being presented to Cabinet in September 2018.

**1. EXECUTIVE SUMMARY**

- 1.1 This paper describes the process being undertaken to devise a strategy to support and improve the Evening and Night Time Economy (ENTE) of Croydon. It provides an overview of the current position of the ENTE in Croydon and the UK and outlines the emerging themes and proposed actions over the next 4 years.
- 1.2 The ENTE contributes significantly to the borough and regional economy in terms of jobs and making the borough an attractive place to live, work and locate businesses. There has been decline in the size of the ENTE economy (in terms of jobs) since 2001, with a recent recovery meaning that Croydon is a clear concern, as it is a source of income for many residents and it helps to create a strong sense of place.
- 1.3 The process of developing a new ENTE strategy is being supported by a steering group, whose membership includes the key provider/support stakeholders of the ENTE for example business owners; the borough's three BiDs; the Met Police; Council officers; the South End Business Association; Fairfield Halls and Pub Watch. This group has taken part in 8 night time walks around the borough and commissioned a survey which received over 1000 responses. Findings from this,

other desk research and further planned consultation, will be used to support this report and the strategy development.

- 1.4 The steering group represents partners who can make a positive difference to the ENTE. Working together they will devise a detailed action plan to tackle the weaknesses and promote the strengths. The council can help in a number of ways, for example by signposting to business support, business rates relief, support to source a venue and loans to new and growing businesses where appropriate. It can also provide a supportive and helpful planning and regulatory environment. Activity around improving lighting, the cost of street parking and street cleanliness are also in the hands of the council. In partnership the council, the police, the BiDs and others can help to make people feel safer. All partners can contribute to the coordinated programming of events, marketing and promotion, which would also have a great impact.
- 1.5 The survey and night time walks have highlighted a reduction in the number of pubs and clubs in Croydon. This is in part due to a change in drinking habits amongst 16-24 year olds; this age group is not drinking as much alcohol as the generation before and in part due to rising prices, is not going out to drink. Since the 1990s a number of popular and high profile venues have closed, both in the metropolitan centre of Croydon and around the borough. Most, if not all of these were pubs and night clubs. The changes to drinking habits have been experienced nationally. Since 2000 there has been a 17% decline in the number of pubs and a 27% rise in the amount of beer bought in shops. Since 2005 there has been a rise of 2% of the number of people who say that they don't drink at all. The survey response indicates however that there remains a strong demand for eating and drinking in the evenings in Croydon (fig 2).
- 1.6 One of the challenges faced by Croydon's ENTE is the perception that Croydon is less safe than elsewhere. This is disproved by the data; Croydon's crime rate is in fact lower than London and England (figs 3 and 4). This contradiction could be explained by the bulk of the borough's crime taking place in the metropolitan centre which is where the largest retail and ENTE offer is. The majority of survey respondents, who said they went out in the borough, said that they went to this area. It is however notable that the survey results suggested that crime/the perception of crime was the only fifth most significant influence on their decision to go out in Croydon (fig 5). Despite the contradictory nature of the evidence, the need remains to reduce crime rates in the centre and improve the perception of crime in Croydon overall in line with the Safer Croydon Community Safety Strategy.
- 1.7 The survey suggests a number of weaknesses in the ENTE. The quality and choice of venues are the most significant in terms of number of responses, with cost and then distance to travel following. Contributors also talked about issues with parking and a lack of venues for live music. Respondents frequently mentioned the Fairfield Halls, and they are clearly looking forward to it reopening. The night time walks also identified problems with street lighting; difficulties with street signage to show them where things are and obstructions on pavements, particularly due to fly-tipping and legitimate waste disposal.

1.8 The survey and other research also suggests a number of strengths of Croydon's ENTE. There are many much loved venues such as the south end restaurants, Boxpark, the Green Dragon and the Oval. As were events such as the Croydon International Mela and Thornton Heath Lumiere & CR7 Culture. Although eating (89%) and drinking (75%) were most popular, survey respondents also enjoyed live music (48%), theatre (39%) and comedy shows (33%). Transport links are also a strength of Croydon, which has a number of public transport options that run until late and buses and trains that run through the night.

1.9 The Croydon ENTE Action plan is likely include action around:

- Creating joined-up messaging and promotion of Croydon's evening and night-time offer across the borough;
- Improving the perception of Croydon through marketing and public relations exercises;
- Well promoted business support;
- Increasing the range of events to meet the diverse demands of residents;
- Attracting and supporting new businesses;
- Planning and regulation advice and guidance;
- Coordinating the programming of events across venues.

The majority of actions proposed in the action plan are dependent on close collaboration, partnership working and support from partners, stakeholders and businesses.

1.10 Outcomes of the ENTE Strategy and action plan

The final strategy will set out an outcomes framework for how we will measure success. We will look at KPIs such as event attendance, higher footfall, higher satisfaction, etc and measure through surveys and operator feedback.

## **2. Context, research and strategy proposals**

### **2.1 Context and Aims**

Healthy local economies tend to have a number of things in common, namely that the different elements support each other and there is a high level of diversity and vibrancy. This means that local economic strategies can not only consider the traditional day time economy of retail, office workers and 9 – 5 industries but must also consider the evening and night time economy. A strong night time economy can support a strong and growing day time economy. This is because the leisure offer of a place can encourage inward investment, support existing businesses to grow, generate new employment opportunities and encourage talented people interested in working in a vibrant area. The aim of this new strategy will be to:

### **2.2 Economic Contribution and borough context**

2.2.1 After a steep decline starting in 2007/8 the number of people employed in Croydon's ENTE has risen by just under 4% (110,700 to 114,800) between 2012 and 2017. This is lower than the rise in London (17%) and the UK (10%).<sup>1</sup>

2.2.2 The recent recovery in Croydon is evident in Boxpark and many other relatively recently opened venues such as Ludoquist, Oxygen, Memory Box Bar and the imminent opening of The Fun House Bar. The reopening of the Fairfield Halls in 2019 will contribute significantly to the recovery, as will the proposed public realm developments of Queens Square and Gardens.

Because of this existing momentum and near future growth, now is the time to invest in, incentivise and support Croydon's night time and evening economy. The time is right to ensure the borough's evening and night time economy is revitalised to better meet the aspirations of current and future residents, visitors and businesses, and contribute towards realising the council's goal of making Croydon a modern European city attractive to investors and employers.

2.2.3 Desk research has identified a concentration of businesses in the following areas:

#### **CROYDON TOWN CENTRE**

- Boxpark
- George Street
- High Street
- Old Town – Surrey Street
- South End Restaurant Quarter

#### **DISTRICT CENTRES**

- Purley
- Coulsdon
- Thornton Heath
- Norbury High Street
- South Norwood
- Crystal Palace
- Purley Way Retail Parks

---

<sup>1</sup> ONS

The map below shows some of the breadth and depth of the ENTE in the metropolitan centre.

Fig 1



## 2.3 ENTE Steering Group

2.3.1 As a response to the decline a Steering Group has been formed to inform, approve and drive the Croydon's ENTE Strategy. Croydon Council has engaged with strategic partners such as Metropolitan Police, Croydon BID, Purley BID, New Addington BID, South End Business Association, London Road Business Association, the Croydon Business Network, Croydon Culture Network, Shaking Hands, Fairfield Halls, Boxpark, Pubwatch and others – representatives of these organisations form the ENTE Steering Group. The objective of this collaborative partnership to create a strategy and action plan that will address and overcome the challenges that are being faced by the Croydon business community. The steering group have taken part in ENTE walks around the borough, commissioned a survey and contributed research findings and ideas for improvements. In addition, a Marketing & Communications sub-working group to explore ways of collaborating on joint messaging and promotion of Croydon's ENTE.

### 2.3.2 ENTE Walks

The walks have/will cover specific ENTE destinations in the metropolitan centre and some district centres. The objective of the walks is to “test” the experience of

these destinations (especially the transitions between stations and destinations). Steering group members also seek to understand some of the issues affecting traders, residents, and visitors.

Steering group members and Councillors participated in walks at the following destinations:

- West Croydon to **Fairfield Halls** and East Croydon.
- East Croydon to **Restaurant Quarter**.
- East Croydon to **Old Town** - Surrey Street, Croydon Minster and Clocktower/David Lean Cinema
- **Purley** High street restaurants & pubs/bars
- **Coulsdon** High street restaurants & pubs/bars
- **Thornton Heath** High Street
- **South Norwood**- Norwood Junction station to restaurants/pubs/bars on High Street over to Stanley Halls and Selhurst Park Stadium/Crystal Palace Football
- **Crystal Palace** Triangle

2.3.3 The ENTE survey was publicised through the council's extensive consultation communications. It was also promoted by business and community partners. The survey received 1027 responses, 76% of whom live in Croydon and 45% of whom work in Croydon. 74% of respondents said that they go out in Croydon. Further significant results of the survey can be seen below.

2.4 The steering group represents partners who can make a positive difference to the ENTE. Working together they will devise a detailed action plan to tackle the weaknesses and promote the strengths. The council can help in a number of ways, for example by signposting to business support, business rates relief, support to source a venue and loans to new and growing businesses where appropriate. It can also provide a supportive and helpful planning and regulatory environment. Activity around improving lighting, the cost of street parking and street cleanliness are also in the hands of the council. In partnership the council, the police, the BiDs and others can help to make people feel safer. All partners can contribute to the coordinated programming of events, marketing and promotion, which would also have a great impact. MORE

## **2.5 Factors Impacting Croydon's ENTE**

### **2.5.1 Changes in the Alcohol Drinking Habits**

Croydon's ENTE offer that has changed substantially over the past few years. The decline of the ENTE in Croydon is in line with the effect of the changing drinking habits of the UK population as a whole, in particular young people aged 16-24 are drinking far less than previous generations, has changed the face of Croydon's offer.

Most notably, the Croydon Nightclubs and pubs that have closed since the 90s include Walkabout Australian Bar, the Black Sheep Bar, Reflex bar & nightclub, the iconic Blue Orchid Nightclub, The Cartoon a live music pub in Broad Green, The Greyhound pub – a major live music venue in Croydon opposite Fairfield Halls where David Bowie performed, The Gun Tavern in Church Street which operated from the 1880s until

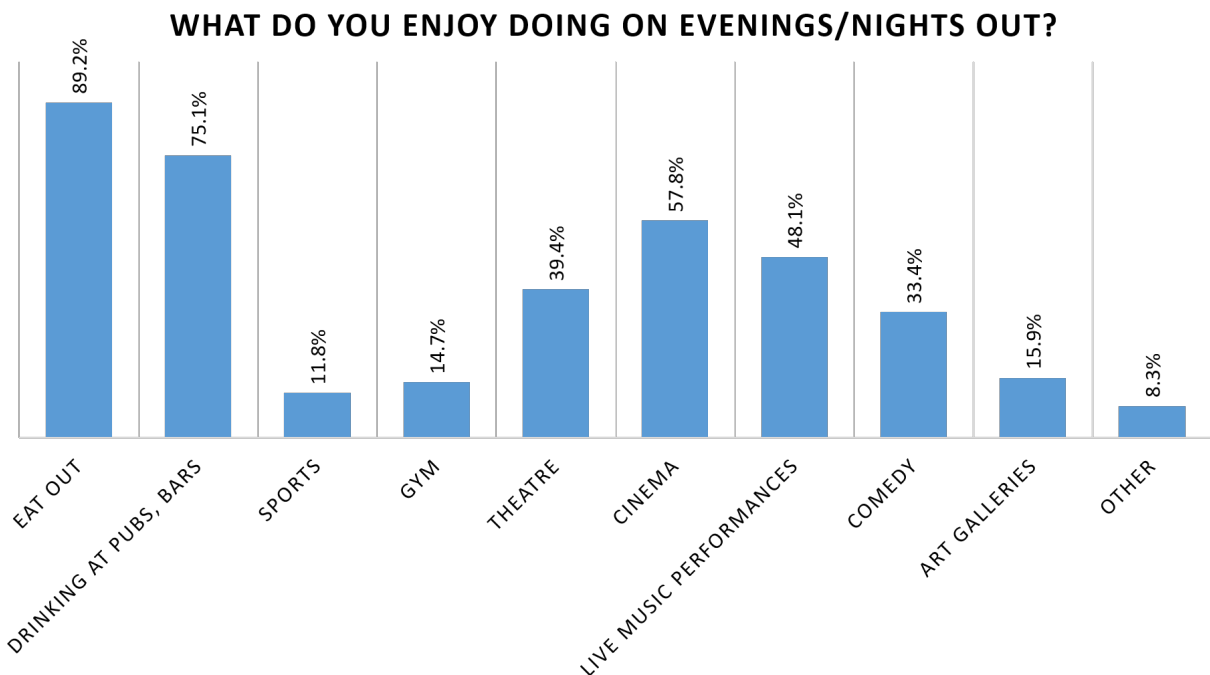
2012, The Royal Oak in Purley, The Red Lion in Coulson and Tiger Tiger.

The number of pubs in the UK has fallen by 17%, or 10,500 pubs, according to the British Beer & Pub Association. Since 2000, the number of pubs in the UK has fallen by 17%, or 10,500 pubs, according to the British Beer & Pub Association (BBPA). The decline has been blamed on a number of reasons: high taxes on beer, the smoking ban, the price of food and drink going up, and the 2008 recession meaning that consumers had less disposable income. In addition alcohol prices in pubs and clubs have risen significantly faster than inflation.

Adults are drinking less often; since 2005, it is reported that there has been a 2% increase in Great Britain who say they don't drink at all. A further, 27% of 16-24 year olds describe themselves as teetotal. Research, published in the journal BMC Public Health by University College London's researchers found the proportion of 16- to 24-year-olds who do not drink alcohol had increased from 18% in 2005 to 29% in 2015. Meanwhile, the proportion of "lifetime abstainers" rose from 9% to 17%. The study also appeared to show fewer young people are drinking harmful amounts. Binge-drinking rates have also fallen.

However, as can be seen in fig 1 below the second most popular choice indicated by the survey was drinking at pubs and bars. Therefore this remains an important element in the ENTE mix.

Fig 2



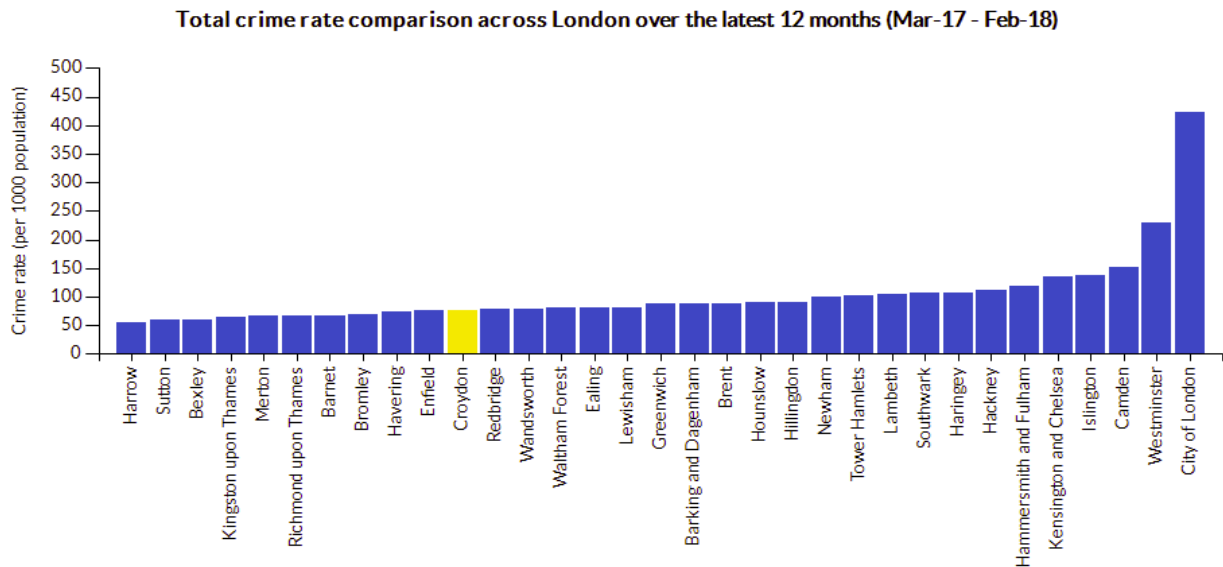
### 2.5.2 Safety and Perceptions of Safety

The change in Croydon's ENTE landscape has been further damaged by safety concerns. Croydon's crime and the perception of crime are often stated as the major hindrance to participation in Croydon's ENTE. A closer look at figures published by Metropolitan Police (Fig 3 below) shows the Croydon in most instances has a lower rates of crime in comparison to other boroughs in London and the rest of the country.

Knife crime and gang culture, as well as Anti-social behavior are the most commonly reported and as a result have the biggest impact on perception of Croydon. However these figures too are slightly lower than both the London and national averages. (fig 4)

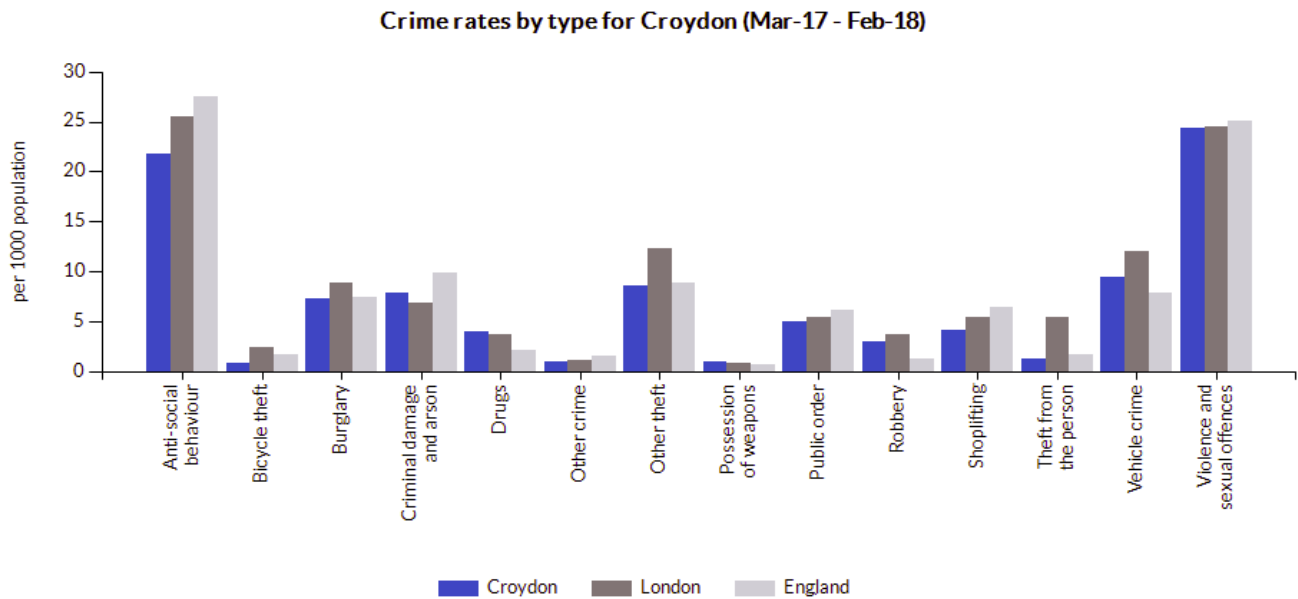
This poor perception of the crime rate may be due to the fact that most of the crime takes place in the metropolitan centre of the borough. As this is also where 89% of survey respondents said that they visited (45% went to South Croydon, 21% to Purley and 19% had visited Crystal Palace).

Fig 3



Source: data.police.uk \*

Fig 4



Source: data.police.uk \*

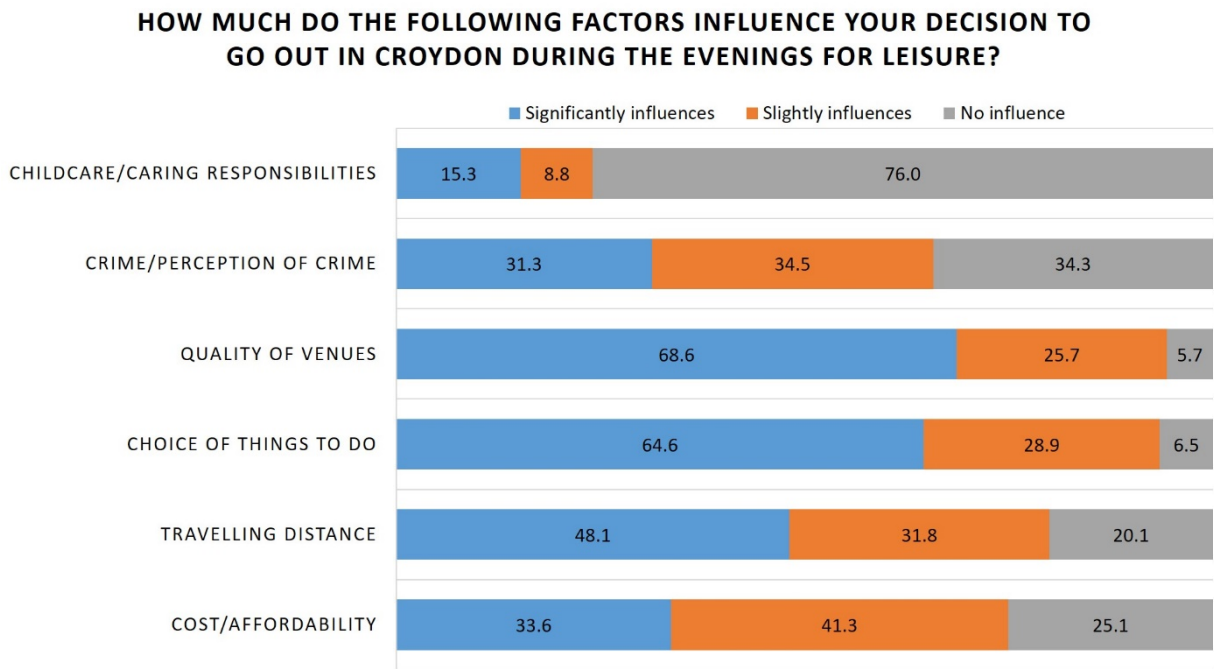


The perception of crime in Croydon is worse than the reality, and efforts to drive forward Croydon’s ENTE will be impacted upon by these perceptions of crime and safety by residents and visitors. A threat to the success of the new strategy is further, high profile reports of knife and drug crime.

Every effort should be made to perpetuate positive messaging and news focusing on cultural events and a varied and diverse ENTE offer. A greater quality and quantity of events and ENTE businesses operating in Croydon, and greater footfall generated by level of activity, will result in an improvement on the perception of crime in the borough/town centre.

Our recent survey results clearly highlighted the greatest influencing factors peoples’ decision to go out in Croydon were “Quality of Venues” and “Choices of things to do”. “Crime/Perception of Crime” actually had low influence by comparison (see fig 5 below).

Fig 5



**2.5.3 Choice and quality of venues**

As can be seen above the survey response have indicated that the choice of things to do and the quality of venues were the most important factor that determined whether respondents went out in Croydon in the evenings. Comments made by respondents to the survey suggest that a lack of venues and some issues with quality are causing people to choose other places to go out at night. An ENTE action plan would need to identify ways to support further providers to come to or start-up businesses in the borough, to better meet the needs of residents.

However, the plan would also need to work on improving residents’ understanding of what is available already in the borough. Croydon is home to a wide range of much-loved venues. A full list is provided in Appendix 1, and a small extract can be seen

below:

These venues have diversified their offer from their traditional business models to better meet the diverse needs of the borough. Stanley Halls operates as a community event space and hosts a variety of live events in the day and evenings. The Spread Eagle is also a theatre and comedy venue.

Although the site of Matthews Yard is currently in the process of being redeveloped, plans are being confirmed to keep an allocation of space within the new development for a live music and performance venue.

The Fairfield Halls is currently undergoing a £30million refurbishment and is scheduled to open with a full programme of events from September 2019. This reopening will have a significant impact on Croydon's ENTE and will draw in visitors and patrons from across London and the South East. In addition, it will bring a variety of restaurants and bars that will greatly enhance the user experience. The Fairfield's offers and programme of events, together with its promotional activities will be an essential part of the strategy and action plan.

Fig 6

Borough Wide: VENUES & EVENT SPACES			
BUSINESS		ADDRESS	OPENING HOURS
Boxpark	Live music, djs, venue hire, events, movies, sports,	99 George St, Croydon CR0 1LD	Mon- Sun 9am-11pm
Crystal Palace Concert Bowl	Live Music	London SE19 2BA	
Fairfield Halls	Music, Dance, Comedy, Exhibitions	Park Ln, London CR9 1DG	
Mathews Yard	Entertainment, events, Room Hire	1 Matthews Yard, Croydon CR0 1FF	Tues + Wed - 12pm-10pm, Fri + Sat- 12pm-12am, Sun - 12pm-6pm
Project B Venue	Private parties, Promoted events, Croydon meetups and socials, Private Karaoke	3-7 Middle St, Croydon CR0 1RE	
Ruskin House	Classic Film Cinema	23 Coombe Rd, Croydon CR0 1BD	Mon - Thurs + Sun - 7pm - 11pm, Fri + Sat - 7pm - 12pm
Ship (Pub)	Rock and Metal nights	47 High St, Croydon CR0 1QD	Mon + Wed - 12pm - 11pm, Tues + Thurs - 12pm -
The Oval Tavern	Live Music	131 Oval Rd, Croydon CR0 6BR	
The Spread Eagle Pub & Theatre	Live Sport, Private Hire,	39-41 Katharine St, Croydon CR0 1NX	Mon - Thurs - 11am - 11pm, Fri + Sat - 11am - 12am, Sun - 11am - 10:30pm
The Stanley Halls (Arts Venue)	Exercise/Dance Classes, Venue hire, Entertainment	12 S Norwood Hill, London SE25 6AB	Mon - Sun - 10am - 10pm

In addition to the permanent venues, in 2016 Croydon council launched a new Cultural Partnership Fund offering match funding to arts funding bodies like Arts Council England to encourage them to invest in cultural events in Croydon. Through this platform, the council is working with a large number of local cultural organisations to develop and deliver an annual calendar of flagship cultural events.

Events include:

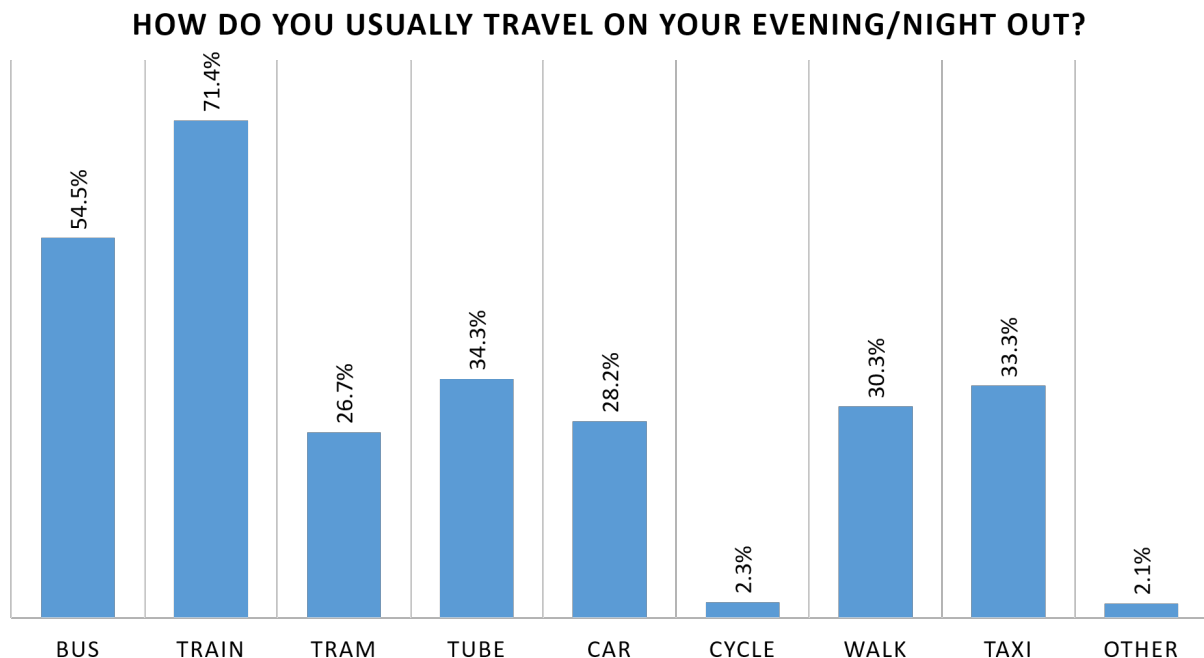
- Croydonites Festival of New Theatre
- CROWD
- Croydon Jazz Festival
- Thornton Heath Lumiere & CR7Culture
- Croydon Dance Festival
- Croydon Pridefest
- Croydon International Mela
- Street Live
- Crystal Palace Festival
- Croydon Food & Music Festival
- Dance Umbrella
- BRIT Presents
- RISE Festival of Street Art
- LIP Spoken Word & Poetry Festival
- London Jazz Festival

The variety of activities that survey respondents like doing in the evening can be seen in fig 2. Further research may be needed to establish what is missing from the borough offer and how the gaps might be filled.

#### 2.5.4 Parking and the cost of parking

Comments of respondents including many references to the high cost and low volume of parking near ENTE venues. Travelling by car is important, however as can be seen in fig 7 below, less than one third of survey respondents travelled by car. Public transport links are perceived to be a particular strength of the borough as outlined below.

Fig 7



## 2.5.6 Transport & Connectivity in Croydon's ENTE

Croydon has 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 including:

Buses <sup>2</sup>	Night buses operate into Croydon from Oxford Circus, Tottenham Court Road, Tooting, Morden via Sutton and Carshalton, Bromley, New Addington, Purley, Coulsdon and Purley Way	24 hours
Trams <sup>3</sup>	all routes	5am to midnight
Overground <sup>4</sup>	West Croydon to Highbury & Islington via Canada Water	First train 05:31 Last train 23:31
East Croydon to London Bridge <sup>5</sup>	Average of 242 services per day Thameslink service operating approx. hourly between 1am and 5am	First train 02:35 Last train 01:10
East Croydon to London Victoria	Average of 198 services per day Thameslink service operating approx. hourly between 1am and 5am	First train 02:36 Last train 01:01
East Croydon to Gatwick Airport	Average of 276 services per day Thameslink service. 12 services between midnight and 6am	First train 02:32 Last train 02:08

In a recent survey undertaken as part of the ENTE Strategy workstream, over 70% of participants said that they travel by Train on an evening/night out. Croydon's excellent transport links, will support more visitors taking part in Croydon's ENTE as our offer becomes even stronger and draws a wider audience. Only 28% travel by car which is a fairly low proportion and could be due to a high proportion of people commenting that parking charges in the town centre are too high.

There are some issues with Croydon transport links at night, such as the overground's closure at midnight and a reduction of services during the night to some parts of the borough. Issues such as this may be a focus of a ENTE strategy.

---

<sup>2</sup> TfL Night Buses from Croydon <http://content.tfl.gov.uk/bus-route-maps/croydon-night-a4-011016.pdf>

<sup>3</sup> TfL Tram Timetable <https://tfl.gov.uk/tram/timetable/tram/>

<sup>4</sup> TfL Overground Timetable <http://content.tfl.gov.uk/highbury-and-islington-to-west-croydon-and-clapham-junction-timetable-may-2018.pdf>

<sup>5</sup> [www.thetrainline.com](http://www.thetrainline.com)

## **2.6 Themes of a new ENTE Strategy and potential actions**

### **2.6.1 Overview of possible activities:**

We have explored a number of options to drive forward Croydon ENTE including:

- Promotion and branding of Croydon as a vibrant destination with quality venues and ENTE offer across the borough.
- Quick wins such as Night Ambassadors, street food trucks, pop up event spaces and encouraging daytime retailers to extend opening hours
- Long term objectives such as lobbying for more late night transport and working with Network Rail on the Brighton Main Line works are critical to supporting sustainability of Croydon economy and ENTE
- Effective governance & regulation, as well as support and guidance for businesses creating new ENTE businesses in Croydon in key to attracting Inward Investment into the borough.
- An integrated approach to planning, licensing and environmental policies as well as simplification of planning and regulation will help businesses and event organisers to create new offers in Croydon.
- Learning from other large towns and cities – Appendix D outlines some actions taken by Councils and their partners to revitalize their ENTE. Further research will take place and ideas generated through this.

### **2.6.2 Projects and Proposals**

The Croydon ENTE Strategy proposes to develop and implement series of actions including:

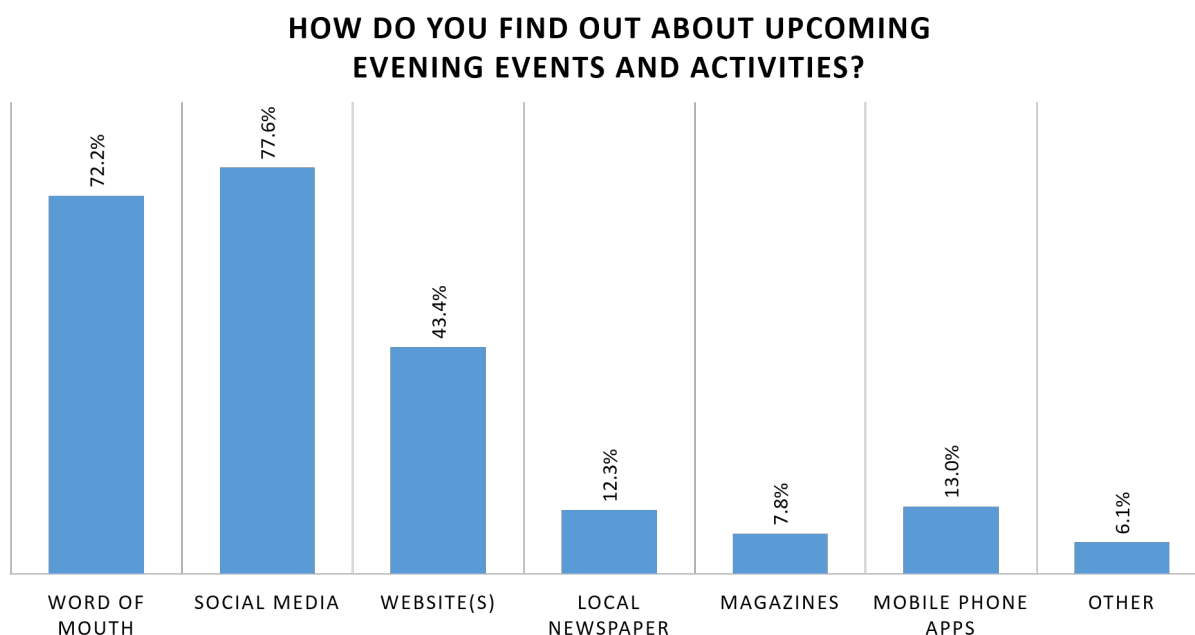
### **2.6.3 Joined-up messaging & promotion of Croydon**

Croydon is already home to a number of great restaurants, bars, pubs and cultural venues across the borough. These businesses form a strong offer and Croydon's ENTE strategy first and foremost aims to promote our offer as a whole to residents and visitors.

There has not been enough focus on marketing to date, so far businesses have done their own marketing and promotion and there is now both the need and the desire to come together and find creative ways to pool resources. Engagement has shown that people living and working in Croydon are just not aware of what is on offer and we need to do more to promote Croydon's ENTE.

We need to tackle the negative perception of Croydon's ENTE – there is brilliant range of things happening and we need to get to residents to perpetuate positive word of mouth. Our survey showed that 72% of respondents find out about upcoming events through word of mouth and 78% through social media.

Fig 8



Jointly promoting Croydon's offer, rather than as individual places and events, will help us to:

- showcase Croydon's broad and diverse offer;
- achieve greater impact of building a brand for Croydon and its ENTE destinations
- change perceptions of Croydon;
- give people more reasons to visit; and
- attract more residents and visitors to enjoy Croydon's ENTE.

#### **ACTIONS:**

- Establish effective joint messaging with our businesses and partners to support the narrative of Croydon's ENTE. Utilise joint platforms for promotion and encourage all businesses and event organisers to feed in to the same platform to get maximum impact.
- Develop a strong presence on websites [www.explore croydon.com](http://www.explore croydon.com) and [www.visitlondon.com/croydon](http://www.visitlondon.com/croydon) in order to showcase our restaurants, bars, venues, events, pop ups, retail and leisure offer. Drive traffic through a variety of mixed sources to achieve greatest impact.
- Strongly sign post to business support for local businesses to help them to understand and improve their online presence, such as their Google listing and online review sites such as Tripadvisor.
- The Fairfield Halls has plans to launch a magazine that will go to every household in Croydon and more widely. There will be an opportunity to promote ENTE businesses and events in that magazine through listing and ad space.

- With partners promote each of Croydon ENTE destinations as distinct places with a look and feel of their own that are safe and used by all of the community.
- With partners develop promotional events and familiarisation visits for new investors and developers, leisure/restaurant and retail chains to showcase the borough, increase investment and diversify the offer. These events can be held in the near future and have impact but will also have longer term results.
- Work with partners to set up a series of **events /press conferences and familiarisation visits** to promote Croydon's ENTE and showcase the borough to specific audiences including:
  - Estate agents and Marketing suites of developments – gain exposure to potential residents of the volume of housing and flats coming into Croydon. We will engage with agents/developers so that they have the knowledge about Croydon's ENTE and can make recommendations to new people moving to Croydon.
  - Hotels - they are an untapped resource, concierge and hotel staff. Involve the local hotel and leisure forum – good contacts and way of giving info to guests
  - Local media and national press.
  - Residents associations in district centres to go through with information and marketing.
  - Share information on Croydon's ENTE with staff at restaurants, pubs, bars, and venues through an online promotional guide such as [www.explore croydon.com](http://www.explore croydon.com) and [www.visitlondon.com](http://www.visitlondon.com).

#### 2.6.4 Creating a diverse offer in Croydon's ENTE

A more diverse London NTE is to be welcomed, but it must be open to all Londoners – affordable, accessible, inclusive – and be a safe environment to enjoy a night out, and work in<sup>6</sup>.

It is critical to diversifying the range of evening and night time activities Encouraging clusters of ENTE activity will help towards the creation of vibrant destinations across the borough and creates an attractive offer across the board to Croydon's diverse residents and visitors.

The Mayor of London's guidance for the Night Time Economy highlights that "diversification of uses and opening times can enable a night time mix of activities in the public realm. This can help attract a wider range of visitors, including those who feel excluded from alcohol-driven entertainment activities. It can also decrease crime, anti-social behaviour and the fear of crime".

Further by supporting the creation of new ENTE activites and supporting businesses operating in the ENTE "along with creating physically accessible environments, local authorities, land-owners, investors and operators can work together to remove management and perceived barriers. They can change

---

<sup>6</sup> London Assembly, Economy Committee. Rewrite the night: the future of London's nighttime economy, Feb 2018, [https://www.london.gov.uk/sites/default/files/rewrite\\_the\\_night\\_final.pdf](https://www.london.gov.uk/sites/default/files/rewrite_the_night_final.pdf)

people's perceptions of town centres and lure back those who may otherwise avoid or feel they cannot access centres at night". Working closely with Business Improvement Districts plays an important role in this process.

## **ACTIONS:**

- We will promote each of Croydon's ENTE "Destinations" with their own unique USPs. Destinations already identified to have an ENTE offer will develop a diverse offer and LBC can contribute to improving the area, and BIDs, business organisations and businesses can action. Destinations already identified include:
  - Boxpark
  - Coulsdon High street
  - Crystal Palace
  - Fairfield Halls & Cultural Quarter
  - Purley High street
  - South End Restaurant Quarter
  - South Norwood (Portland Road)
  - Surrey Street & Old Town
- Explore extending opening hours of existing daytime facilities such as shops, cafes, medical facilities, libraries and theatres to integrate leisure and other uses. The aim is to promote customer cross-over and build bridges between the day and night time economies<sup>7</sup>. Businesses with extended hours form an important part of the night time economy and there is strong support for these to be developed more in the borough to offer greater diversity and to attract a wider age range of people by encouraging day-time visitors and people working in the borough to stay on and participate in the ENTE. It is useful to consider the campaign run by Sheffield BID "Alive after Five" which introduced an early evening offer to close the gap between the day economy and Night Time economy.
- Explore late night shopping opportunities with Centrale Shopping Centre and day time leisure offers e.g. Spy Mission in Exchange Square and Get Fired Pottery Café in Purley to extend opening hours and offer services to ENTE customers.
- A good and strong LGBTQ offer is really symptomatic of a good, vibrant and safe night time economy however there are not enough LGBTQ options in Croydon. There is a need to promote and create more in terms of LGBTQ offer. Croydon Pridefest is not the only an annual event – there are also events throughout the year. We will promote these events more prominently and identify how we can develop a wider offer.
- Identify ways in which we can support people with disabilities to enjoy the ENTE and support the creation of a broader offer for people with disabilities.

---

<sup>7</sup> 4.7

[https://www.london.gov.uk/sites/default/files/ntc\\_spg\\_2017\\_a4\\_public\\_consultation\\_report\\_fa\\_0.pdf](https://www.london.gov.uk/sites/default/files/ntc_spg_2017_a4_public_consultation_report_fa_0.pdf)



### 2.6.5 Attracting new businesses and investment

Croydon is undergoing a £5.25 billion regeneration and implementing a £500 million infrastructure development through its Growth Zone programme. In the next few years, Croydon will deliver 10,500 new homes, 23,000 new jobs, 7,500 new school places, 2.8 m ft2 Grade A office space, £1.5 bn redevelopment of the Whitgift Centre and £30 million refurbishment of the Fairfield Halls. This pipeline of development should and must include plans to create a enriched and diverse cultural offer that will be attractive to residents, new residents as well as people that work and visit here. It is essential to attracting and supporting investment from new businesses and developers that will support the desire and need for a vibrant and varied ENTE offer. Bringing a great selection of choices of quality venues and destinations across Croydon is of vital importance.

#### ACTIONS

- Developments – create a plan for longer term development projects and work with developers e.g. The Hub, Menta Morello, The Croydon Partnership as well as operators such as BH Live to ensure that we are working together in partnership to attract businesses with a vibrant and unique ENTE offer.
- Exploring the creation of new **clusters** and destinations in the Borough e.g. Food quarter in London Road and Gaming Hubs such as Heart of Gaming, Limitless VR, Ludoquist Board Games Café and driving the creation of new offers within those destinations.
- Identifying a single venue or area in the town centre or district centre and use it as the engine to create buzz, change and growth in that destination. E.g. Blue & Orange Mediterranean restaurant in Thornton Heath and Stanley Halls in South Norwood.
- Identify vacant spaces across the borough that can be developed into ENTE venues, event spaces or businesses e.g. vacant pubs or community spaces.
- Croydon Council's soft landing package of support for new businesses locating to the borough will be utilised to attract new businesses into Croydon's ENTE. We will actively identify suitable premises for ENTE businesses and assist them to acquire space, support them through the planning, licensing, environmental and events policies to ensure they can start and establish their ENTE business in Croydon.
- We will identify a working list of vacant premises across Croydon destinations that are suitable for ENTE businesses.
- We will support new incoming businesses with Discretionary Business Rates Relief support as needed to encourage attractive new ENTE offers to Croydon.

### 2.6.5 Joined-up programming

We will look into developing a proposal for how we can do this with minimum intervention. Supporting and facilitating joined up, coordinated programming across Croydon's venues and calendar of events is crucial to creating a sustainable and growing ENTE which attracts residents and visitors and encourages repeat visits to engage throughout seasons. One possibility is to create a working group to actively oversee this effort.

## **ACTIONS:**

- It is critical that we work with partners such as Boxpark, BH Live and organisations in the Croydon Cultural Partnership to ensure that we encourage and support joined up, coordinated programming across Croydon to get the biggest impact for our ENTE offer.

### **2.6.6 Experiencing Croydon's ENTE**

Undertaking the ENTE walks across multiple destinations in Croydon's town centre and district centres, we have been able to identify key actions and interventions that can greatly improve the experience for a visitor in Croydon's ENTE especially relating to the physical space and public realm of ENTE destinations.

- We will work with partners to improve signage, wayfinding and lighting at key public transport hubs and at ENTE destinations across the borough to make the journey and the experience of navigating around Croydon much easier.
- Through Croydon's Growth Zone programme, there are current plans to devise and implement a Lighting strategy, Wayfinding strategy and Hoardings strategy for the R&F development at Queen's Gardens. We are working with the Growth Zone team to ensure that these projects are aligned to the ENTE Strategy in order to gain maximum benefit for the ENTE in the Growth Zone area.
- Managing litter and waste in ENTE destinations and along key routes from Public Transport and parking hubs to ENTE destinations.
- Managing alcohol related harm – we will look into the use of ENTE Ambassadors /Street Pastors to ensure that ENTE visitors and workers are safe
- Safety – Creating a safe environment for our residents and visitors to enjoy Croydon's ENTE by managing crime, anti-social behaviour is of utmost importance. We are continuing to work with the Metropolitan Police to identify areas that require additional support and intervention in order to ensure that ENTE visitors and workers are safe

### **2.6.7 Supportive regulation, planning and policy**

Existing policy support for the night-time economy in town centres and specifically in the Croydon Metropolitan Centre is outlined as follows:

- We will support policies in our planning process to support clustering of similar business regulations.
- Croydon's regulatory duties & framework - Land use, designation of space
- Ensuring that our policies and legislation support the development of Croydon's ENTE
- Managing noise

Croydon's ENTE Strategy and action plan will work in conjunction with key policies including:

- Culture Strategy
- Planning Policy
- Licencing Policy
- Events Policy
- Environmental Control for Noise, Air Quality & Lighting

**ACTIONS:**

- Create a toolkit to provide easy to use guidance for businesses and organisations wishing to create businesses and events that operate in the ENTE. Also to provide guidance for daytime businesses that want to extend their hours of operation into the evening.

## **APPENDIX 1**

### **CROYDON ENTE BUSINESS LISTING**

Please see attached Appendix 1

## **APPENDIX 2 CROYDON ENTE SURVEY**

Please see attached Appendix 2

### **APPENDIX 3**

### **ENTE WALKS – KEY FINDINGS**

Please see attached Appendix 3

## **APPENDIX 4**

### **ENTE IN OTHER PLACES**

#### **1. GLA's policy of night-time economy**

The GLA policy regarding the night-time economy identifies the advantage of widening the ENTE offer by expanding the opening hours of daytime offerings such as shops, cafes, libraries and theatres. The integration of leisure and other uses can promote customer cross-over and build bridges between the day and night-time economy.

Planning policies and decisions are advised to guard against the unnecessary loss of prized social, recreational and cultural facilities and services, to ensure that these facilities are maintained and kept for the benefit of the community. Boroughs are advised to improve and preserve creative work and performance spaces. Facilities used by certain groups such as, LGBTQ and BAME community, people with disabilities, etc should be protected.

Developments are best placed to be flexible and responsible, also ensuring that are able to be used safely, with ease and within the dignity of all. Developments are also ought to be suitable and endearing without restrictions to participants as everyone involved is able to use them independently and devoid of undue effort, Separation or special treatment.

Boroughs are best placed to use travel plans to guide and support disabled people travelling to and from venues. Proposals regarding developments should look to control noise without placing unreasonable limitations on development or adding unjustifiable costs and weight to the administration of existing business. Cultural venues are advised to remain accessible and remain in their present form, despite the likelihood of neighbour complaints, licensing restrictions or the threat of closure. At night time travel must be safe and suitable for night-time venues, this is meant to ensure that the in locations are well-served with suitable, safe and evident night time transport. Boroughs are best placed to pursue safe, secure and available environments where crime and disorder, and the fear of crime do not dent quality of life or community cohesion.

#### **2. How other cities have managed their night-time economy**

Across Europe, there is a real drive to diversify the NTE. Cities such as Amsterdam, Berlin, Toulouse, Paris and Zurich have appointed Night Mayors or Ambassadors to promote and champion their cultural NTE, and to drive their programmes forward<sup>8</sup>.

Culture is central to Amsterdam's plans to develop the NTE. It is an internationally renowned example of a culturally-driven NTE, and is a model that has been replicated across Europe. London's Mayor too, is paying close attention to its progress. Mirik Milan, Night Mayor of Amsterdam, argues that cities with 200,000 or more residents should consider a night-time strategy, influenced by culture. He says, "Make sure a

---

<sup>8</sup> Rewrite the Night

really big part of it is about culture and seeing nightlife as a place where creative people meet.”<sup>9</sup>

**Newcastle City** - Newcastle City council has executed a late-night levy to fund further work in the high-time economy. This has led to an important amount of sites reducing their hours, this has allowed for a more targeted engagement and enforcement approach within the remaining venues. More importantly, it has funded the concept of a best practice scheme that has enhanced the operation of local premises. The Business Improvement District has also played to host to live after 5 in an attempt to gain more visitors to the area.

**Leeds** - Leeds have played host to light Leeds to introduce people to arts and cultural venues which they wouldn't have been able to see otherwise. The event in 2015, was witness to 60,000 people attending across 30 different venues. Research which has followed on from this has shown that this has improved the overall inter-change between the day and night-time economies, including a positive impact on crime levels. Leeds has also communicated with door supervisors to take on the task of keeping a watch on the streets after closing. Combined, these methods have led to a 10% reduction in crime levels.

**Nottingham** - Nottingham was struggling to deal with the stigma that its night time economy was perceived as a hotbed for crime and disorder. To tackle this image and to take matters in to their own hands, the Nottinghamshire City Council conceived of the idea of a Business Improvement District to centre it's self on the night time economy, they set up a Leisure BID in which only licensed properties in the area were required to pay a levy. This bought extra funding which allowed for investment to be made in taxi marshals and street pastors and introducing schemes such as Best Bar None allowed for business to work together for a common goal. In addition to a creative partnership that was banded together between the police and a number of council functions with a management structure that was integrated to wrestle with anti-social behaviour. In conclusion of these interventions, crime fell by 5.5 per cent year-on-year and anti-social behaviour dropped by a third.

**Birmingham** - Birmingham's city centre had fought with an adverse reputation for disorder, drunkenness and violence, which resulted in the police and Birmingham City Council to form a partnership and start focusing on the city's night-time economy. The Joint Licensing Taskforce was created, containing the police and the representation of relevant council departments to deal with the problems had been on hand which were related to licensed premises. The group meets on a regular basis to digest the complaints that have extended to any of the represented teams such as licensing, environmental health, enforcement or planning. On the occasions when two or three departments are tackling with the same issues an inspection team, with every team represented, are sent out to the premises unannounced to find out what is happening. Carrying over from the success of the Joint Licensing Taskforce, the Night Time Economy steering group was created and was overseen by the West Midlands Police. The formation of this banded together an even wider range of organisations, such as the Business Improvement District, universities, the fire service and Pubwatch, local authority departments were also included. The core group meets in the region of every two months and other departments can be brought in when required. The taskforce

---

<sup>9</sup> [Lessons from Amsterdam's night mayor](#), Citiscope, May 2017



works within the confines of a Delivery Plan, which is agreed upon during a conference, which has the priorities debated by the whole group. This is an extremely beneficial way of breaking down the group, as people can come to know of one another at the conference and problems can be dealt more easier in the future with this setup.

**Newquay** - Newquay created the Newquay Safe Partnership which was formed in 2009 in response to problems that were increasing regarding drinking habits in the town. An influx of young tourists and stag/hen parties who were creating trouble and causing themselves harm as they enjoyed Newquay's nightlife. As a result from this the town suffered from a negative image in the media and this also resulted in other types of tourists being put off from going there on holiday. The Newquay safe partnership is a group which contains numerous agencies such as the police, coastguard, drug and alcohol teams. The council services that were included were the Cornwall Fire and Rescue Service, Anti-social behaviour team, Customers and Communities Service, Community safety, Environment service, Legal, Licensing service, Visit Newquay and Visit Cornwall, Safeguarding children service, Trading standards and the Youth Service. The partnership also works closely with the town councillors. Regular partnership meetings are held to ensure all members are kept aware of the ongoing projects at each organisation. It also provides timely briefings for all councillors. The partnership is largely supported by Cornwall Council and Devon and Cornwall Police, in terms of human resources rather than financial.

#### Lessons learnt:

Amsterdam	24 hour licensing ENTE hubs away from residential areas Night Mayor in place
Sheffield BID	Busier, safer, cleaner, easy to access Wider participation through different industry participants Purple Flag Award Tackling "Grime" & "Crime" Early morning Street Rangers – formerly homeless residents, employed with Living Wage to patrol ENTE hubs "Alive after Five" – introduced an early evening offer to close the gap between the day economy and Night Time economy.
Culture 24 – Otherworld Festival	50 venues across London participating Target audience 18-30 year old Londoners 37,500 ticket available Diversification of NTE offer – 1 ticket offers access to multiple events and numerous venues including museums, galleries who extend opening hours to participate in the NTE.
<a href="http://www.nighttimeeconomy.com">www.nighttimeeconomy.com</a>	Women's Safety Charter Impact of NTE on Day Time Economy Transport – available late and safe Non-alcohol led offer Desire for unique experiences – "instagrammable"

	moments” Offer for BAME & LGBTQ Training for police and council staff
Sydney	“Open Sydney” media campaign to pitch Sydney as a 24 hour city Short term wins – Ambassadors, food carts Lobby for more late night transport Convince retailers to open later Effective governance & regulation Integrated approach to planning Promotion branding of greater Sydney as a 24 hour destination

## APPENDIX 5

### ENTE PLANNING, LICENCING AND ENVIRONMENTAL REGULATIONS

#### 1. Supportive regulation for ENTE - aspirations and fundamental principles

Taking into consideration the Mayor of London's strategy for ENTE, a paper published by the London Assembly Economy Committee<sup>10</sup> in Feb 2018 recommended that:

*"The Mayor should work with London boroughs, and particularly those with established local night-time economies to:*

- Develop good practice guidance on how residents can be better supported to meaningfully engage with cultural institutions, businesses and local councils who are developing their local culture and night-time economies.*
- Develop guidance on joint policy approaches to planning, licensing and public protection policy, to enable a more coordinated and safer development of local night-time economies.*
- Collate and spread good practice to London boroughs, on how best to engage and develop strong partnerships with businesses and residents in developing their local culture and night-time economies. These strands of work could usefully be overseen by the GLA through the Night Time Commission, championed by the Night Czar.*
- Making space for artists and musicians*
- The Mayor should support museums and galleries, particularly in outer London boroughs, to start or extend after-hours programming. This commitment should be realised whichever borough is chosen as London's Borough of Culture. Recommendation 7 The Mayor should support outer London boroughs to develop and diversify their local culture and NTE by ensuring outer London events are featured and promoted in major listing publications across the capital, by London and Partners and on social media. The Mayor should look to implement this support with immediate effect."*

Croydon's Community Strategy 2016-21 seeks to ensure Croydon is:

- A great place to learn, work and live where we will deliver new jobs and new homes for our residents, enable our local economy to grow, develop an exciting cultural offer and evening economy, in a safe and pleasant environment.
- A place of opportunity for everyone where we will tackle poverty and deprivation, prevent homelessness, and support children, families and individuals to achieve their full potential and live a long healthy life through a good start, an excellent education, support to develop and maintain the resilience and self-reliance modern life requires, and providing holistic support to those that need it.

---

<sup>10</sup> London Assembly, Economy Committee. Rewrite the night: the future of London's nighttime economy, Feb 2018, [https://www.london.gov.uk/sites/default/files/rewrite\\_the\\_night\\_final.pdf](https://www.london.gov.uk/sites/default/files/rewrite_the_night_final.pdf)

- A place with a vibrant and connected community and voluntary sector where we will enable and empower our communities to connect and collaborate in developing community-led responses to the many challenges we face.

Croydon's Vision, enshrined in the Strategy, is for it to be:

- ENTERPRISING - a place renowned for enterprise and innovation with a highly qualified and skilled workforce, and a diverse and thriving local economy
- CONNECTED - a place that is well connected, easy to get to and around, and supported by infrastructure that enables people to easily come together; with one of the best digital, communications and transport networks in the country
- CREATIVE - a place that draws people to its culture and creativity, an inspiration and enabler of new artistic and sporting talent
- SUSTAINABLE - a place that sets the pace amongst London boroughs on promoting environmental sustainability and where the natural environment forms the arteries and veins of the borough
- LEARNING - a place that unleashes and nurtures local talent and is recognised for its support and opportunity for lifelong learning and ambitions for children and young people
- CARING - a place noted for its safety, openness and community spirit where all people are welcome to live and work and where individuals and communities are supported to fulfil their potential and deliver solutions for themselves.

## 2. Croydon Local Plan 2018

The Local Plan defines the night-time economy as the provision of a range of leisure and cultural facilities which provide jobs and entertainment for visitors and residents, including bars, clubs, music venues, restaurants, cinema, and theatres. Together these support and strengthen the town centre's economic standing and attraction beyond its function as a day-time workplace and shopping centre.

Policy SP3 (Employment) sets out two policies where night-time economy uses are promoted in the Croydon Metropolitan Centre (principal location), District Centres and Local Centres.

The policies state:

*SP3.8 The Council will promote and support the development of all B1 uses (including office, light industry and research & development) retail, leisure (including evening/night-time economy uses), visitor accommodation, and housing and community facilities within Croydon Metropolitan Centre, District Centres and Local Centres.*

*SP3.9 Croydon Metropolitan Centre will remain the principal location in the borough for office, retail, cultural (including a diverse evening/night-time economy) and hotel activity, and also be the largest retail and commercial centre in South London.*

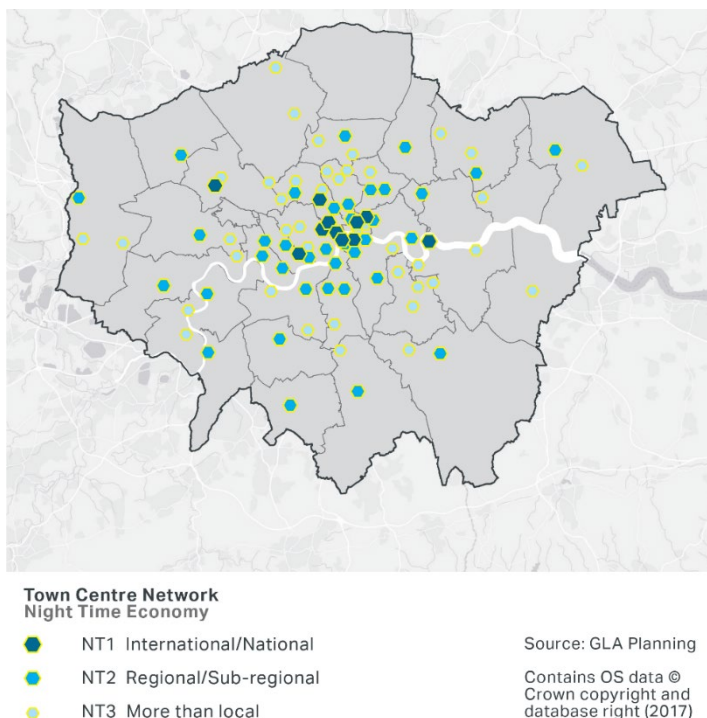
The Local Plan also provides policy DM21 (Protecting Public Houses) which resists the loss of these facilities unless it can be demonstrated that is no longer required in its current use. Evidence will be required to show that the loss would not create, or add to, a shortfall in provision for the public house and demonstrate that there is no demand for such a use on the site.

### 3. Draft New London Plan

The Draft New London Plan also provides support for night-time economy through Policy HC6 which states:

- A. Boroughs should develop a vision for the night-time economy, supporting its growth and diversification, in particular within strategic areas of night-time activity (see Table A1.1 and Figure 7.7), and building on the Mayor's Vision for London as a 24-Hour City.
- B. In Development Plans, town centre strategies and planning decisions, boroughs should:
  - 1. Promote the night-time economy, where appropriate, particularly in the Central Activities Zone, strategic areas of night-time activity, town centres, and where public transport such as the Night Tube and Night Buses are available
  - 2. Improve access, inclusion and safety, and make the public realm welcoming for all night-time economy users and workers
  - 3. Diversify the range of night-time activities, including extending the opening hours of existing daytime facilities such as shops, cafés, libraries, galleries and museums
  - 4. Address the cumulative impact of high concentrations of licensed premises on anti-social behaviour, noise pollution, health and wellbeing and other issues for residents and nearby uses, and seek ways to diversify and manage these areas
  - 5. Ensure night-time economy venues are well-served with safe and convenient night-time transport
  - 6. Protect and support evening and night-time cultural venues such as pubs, night clubs, theatres, cinemas, music and other arts venues.
  - 7. Promoting management of the night-time economy through an integrated approach to planning and licensing, out-of-hours servicing and deliveries, safety and security, and environmental and cleansing services should be supported. Boroughs should work closely with stakeholders such as the police, local businesses, patrons, workers and residents.

This policy identifies the Croydon Town Centre as being of regional/sub-regional importance and Norbury as being of more than local importance. In the Council's comments to the draft London Plan, an explanation/evidence on how these were determined was sought.



#### 4. Culture & the Night-Time Economy Supplementary Planning Guidance (SPG) (November 2017)

The SPG also identifies Croydon Town Centre as being of regional/sub-regional importance.

Provides guidance on sustaining existing venues and providing new facilities and creating a more diverse and inclusive night-time culture and economy.

Details in the SPG will be useful further in your work when you are preparing the toolkit.

The SPG can be found here:

[https://www.london.gov.uk/sites/default/files/culture\\_and\\_night-time\\_economy\\_spg\\_final.pdf](https://www.london.gov.uk/sites/default/files/culture_and_night-time_economy_spg_final.pdf)

#### 5. Licensing Policy

Croydon Council's Licensing Policy under the Licensing Act 2003 sets out the guidance for businesses operating in the ENTE and some of the key points to consider under the ENTE Strategy are given below. Licensing is required for businesses wishing to sell alcohol or provide entertainment or late night refreshment (sell hot food after 11pm), they would apply to the Council for a licence under this legislation.

Following a review of Croydon's Community Strategy which was reviewed in 2017, the current administration removed a 'cumulative impact zone' in Croydon town centre from the policy that was specific to new pubs and bars. Under previous

legislation, there was a presumption to refuse new licence applications for new pubs or bars, however this has now been removed - so removing a potential obstacle to new business, growth and diversity etc. Despite the national trend of pubs and bars closing, primarily due to a change in social habits, this may be useful for existing businesses wishing to extend their hours of operation to stay open longer, and further for venue spaces to diversify their offer by selling hot food and alcohol in the evenings or perhaps during live music events, etc. One of the four licensing objectives in the Act is the prevention of public nuisance. Licensed premises should not cause public nuisance (noise/litter/ASB etc.) but by the same token, there needs to be a balance struck so that business can thrive and people can have an enjoyable and safe night out in the borough.

As the town centre changes with more people living within it rather than just visiting it, that balance is going to be tested even more. Developers & Planning have a role, and need to ensure when former commercial premises change into residential, the sound insulation is sufficient to prevent noise transfer. This is for amplified music but also everyday noise like cleaning and furniture being moved etc. If insulation isn't good enough the slightest noise can travel and annoy etc. There also needs to be an appreciation though from people moving to the town centre that it may well be busy at night and there may well be noise from activities and people enjoying themselves etc.

The following excerpts from the Croydon Council's Licensing Policy highlight the key guidance relating to ENTE:

4.2        *The Council's Licensing Policy under the Licensing Act 2003 has a role to play in promoting that Vision and ensuring, where applicable that it is achieved, subject to the requirements of the legislation and statutory guidance.*

4.3        *Croydon desires and is aiming to ensure that there are diverse and vibrant daytime, evening and night economies all complementing and benefitting from each other, both in the town centre and in the district centres. Croydon is 'open for business' and is keen to attract as broad a leisure offer as possible. The Croydon Promise: Growth for All document, published by the Council articulates these aims, setting out that by 2020:*

*The metropolitan centre will offer the most exciting shopping and leisure experience in London and the South East: One of Europe's largest urban shopping malls, the Whitgift redevelopment, will be open. A new 'cultural quarter' around College Green will have emerged with the modernised Fairfield Halls one of the star attractions.*

*Our district and local centres will be 'neighbourhoods of choice': With their own distinctive characters, they will provide a mix of new homes, jobs and community facilities.*

4.4        *Clearly, the commercial market is an influencing factor for new and existing licensed premises and they also need to operate and flourish within the requirements of relevant licensing legislation, statutory*

*guidance and the Council's local licensing policy but effective management and partnership working with other businesses, regulators and other relevant stakeholders should ensure this is achieved.*

- 4.5 *Croydon has a diverse residential community and needs to be able to offer that community venues that meet its needs, offering as wide a range of entertainment, food and leisure as is possible. This includes pubs, clubs, restaurants and entertainment venues of varying types, which would include the use of open spaces. The Council is particularly keen to see venues, small and large that are able to provide live music, drama and the performance of dance, both for entertainment but also to develop new talent and allow it to perform and grow in front of an audience.*
- 4.6 *London is a 24 hour City and is renowned throughout the World for its wide range of entertainment venues, leisure activities, food venues, creativity and openness to new ideas. London encourages and nurtures talent. The Mayor of London has published the document entitled 'A Vision for London as a 24 Hour City' (available from [London.gov.uk](http://London.gov.uk)), which sets out The Mayor's desire to see creativity and talent flourish and which also acknowledges the economic benefits that a vibrant and diverse night time economy can bring. Croydon wishes to be part of that and to be a destination for tourists and visitors as well as ensuring people who live and work in the borough are provided with as wide a range of entertainment facilities and food venues as possible. These desires can be met and can be provided safely, so long as businesses are well run.*
- 4.7 *However, encouraging and permitting licensable activities needs to be balanced against the needs and rights of residents and other businesses and to ensure that where a premises provides licensable activities, this is done in a way that promotes the four licensing objectives in the Act and complies with the Statutory requirements. Licensing is a balance and requires consideration of all these various needs.*

## 6. PREVENTION OF PUBLIC NUISANCE

- 5.4.1 The Council recognises the need to protect the amenities of people living, visiting and working in the vicinity of licensed premises, whilst balancing the rights of businesses to develop.
- 5.4.2 Licensed premises, especially those operating late at night and in the early hours of the morning, can give rise to a range of public nuisances which may impact adversely on local communities.
- 5.4.3 These concerns mainly relate to noise and disturbance, light pollution, noxious smells, litter and anti-social behaviour and due regard will be taken on the impact these may have.



## 7. LICENSING HOURS

- 5.4.4 The Council will generally deal with the issue of licensing hours having due regard to the individual merits of each application, considering the potential for nuisance associated with the style, characteristics and activities of the business and examining any steps that might reduce the risk of nuisance.
- 5.4.5 The Council recognises that longer licensing hours for the sale of alcohol will avoid concentrations of people leaving premises at the same time, which is necessary to reduce the potential for friction at late night fast food outlets, taxi ranks/minicab offices and other sources of transport that can lead to disorder and disturbance.
- 5.4.6 The Council will not set fixed trading hours within designated areas (“zoning”) as it recognises this could lead to significant movements of people across boundaries at particular times seeking premises opening later and would lead to the peaks of disorder and disturbance the Council is trying to avoid. Additionally, this would seemingly treat residents in one area less favourably than those in another.
- 5.4.7 However, although the Council will treat each case on its individual merits, generally it will not grant permission for licensable activities beyond 2330 hours on Sundays to Thursdays and Midnight on Fridays and Saturdays in respect of public houses situated in areas having denser residential accommodation. The Council would expect good reasons to be given to support any application for extensions beyond these hours, including addressing possible disturbance to residents and local parking. Additionally, in these areas, consideration will be given to imposing stricter conditions in respect of noise control.

## 8. PREVENTION OF PUBLIC NUISANCE – GENERALLY

- 5.4.10 The Council will expect applicants to demonstrate in their Operating Schedule that they have identified satisfactory measures and will implement and maintain these so as to prevent public nuisance, having due regard to the style, characteristics and activities of their particular premises and events and of the locality.
- 5.4.11 The following examples of influencing factors are given to assist applicants when addressing the issue of the prevention of public nuisance during the preparation of their Operating Schedule:
- the location of the premises and proximity to residential or other noise sensitive premises
  - effective and responsible management and supervision of the premises and associated open areas
  - the hours of opening

- the nature of the activities to be provided and their location within the premises, the customer profile, whether the activities are temporary or permanent and whether they are to be held inside or outside
- the design and layout of the premises and in particular the presence of noise limiting features
- the number of people attending the premises
- the availability of public transport
- a 'wind down' period between the end of the licensable activities and the closure of the premises
- a 'last admission time' policy

5.4.12 Public nuisance issues may be addressed by the following examples of recommended management practice being included in operating schedules, having due regard to the type of premises and/or activities:

- effective and responsible management and supervision of the premises, including any outside areas
- appropriate instruction, training and supervision of staff to prevent public nuisance
- adoption of current best practice guidance (i.e. Good Practice Guide on the Control of Noise from Pubs and Clubs produced by the Institute of Acoustics), including designing shop fronts so as to limit noise nuisance from premises, i.e. from opening windows or continental-style concertina doors
- control of opening hours for all or part (i.e. garden areas) of the premises – including other times when deliveries take place/rubbish and bottles are binned – and the operation of generating plant and equipment
- installation of acoustic insulation, suitably controlled, sited and silenced ventilation or air conditioning systems and sound insulation and limiting devices
- managing people, including staff and traffic, arriving and leaving the premises, including patrolling entrance queues
- managing the departure of customers
- liaising with transport providers
- siting and operation of necessary external lighting, including security lighting, with the possible nuisance to nearby properties

- suitable arrangements for collection and disposal of litter, including bottles, so as to minimise disturbance to nearby properties
- no flyposting of events/careful distribution of flyers, including by promoters
- effective ventilation systems to prevent nuisance from odour

Note: As this Policy applies to a wide range of premises and activities, the above list will not be applicable in all cases, and in some cases additional matters may need addressing.

5.4.13 Additionally, when preparing their Operating Schedules applicants are recommended to seek advice from Council Pollution Enforcement Officers.

5.4.14 The Council will consider attaching Conditions to licences and permissions to prevent public nuisance.

## 9. Environmental Control for Noise, Air Quality & Light

Environmental control policies exist to implement proactive procedures for managing and controlling noise for amplified sources. The council is able to assist businesses to produce noise management plans and provide technical input to find a solution that works within planning conditions and requirements. Supporting businesses in the ENTE in this way is a crucial element of striking that all important balance between achieving the creation of vibrant and culturally enriched destinations across the borough and creating a communities and neighbourhoods that are family friendly and welcoming to people of all ages.

In order to support new businesses, events and venues to flourish in Croydon, guidance should be provided on environmental controls including:

- Light pollution - In accordance with guidance from the Institution of Lighting Professionals, light from the proposed illuminations does not cause a nuisance to local residents.
- Amplified music & speech - sound insulation should be provided to ensure that no nuisance is caused to neighbouring residents. Managing doors, windows, noise limiting devices, cut-out devices etc
- Controlled hours of use in similar premises, to control noise from activities on the premises and from persons leaving.
- Noise management plans to minimise noise from persons entering and leaving ENTE premises & establishments. (Street Pastors, lollipops, water, flip flops)
- Food premises – guidance on ventilation systems.
- Noise arising from siting amongst commercial premises - The National Planning

Policy Framework states that existing businesses should not have unreasonable restrictions because of changes in nearby land use. Developers should be given guidance to ensure that residents of new housing development will be protected noise from normal and licensed activities at local commercial premises.

---

**CONTACT OFFICER:** *Kate Ambrosi, Head of Economic Development,*  
[kate.ambrosi@croydon.gov.uk](mailto:kate.ambrosi@croydon.gov.uk) 020 8726 7487.

**BACKGROUND DOCUMENTS:**