



BROMLEY BOROUGH AT NIGHT



AN EVENING AND NIGHT STRATEGY
for 2025 to 2030
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Bromley Borough –
a welcoming, vibrant
and prosperous place
at night for visitors,
residents and
businesses

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FOREWORD



There is already so much to discover and celebrate across the borough during the evening, with a vibrant mix of leisure activities in each of our unique town centres from dining at local restaurants and enjoying live theatre, to exploring art, culture and sport.

Bromley town centre offers everything from bowling to bouldering in the evening, with cinema screenings or fantastic performances at the Churchill Theatre available, and games at Bromley Football Club just a short walk away. There is so much more across the rest of the borough. To name but a few options, residents can enjoy late night shopping at Nugent Shopping Centre, meals out in Orpington's varied independent restaurants, lively nights out in Beckenham, live music in craft beer tap rooms in Penge or at open-air concerts in Crystal Palace Park.

This strategy looks to build on these strong foundations by working with our partners to unlock further opportunities for our local economy after 6pm. Whatever their interests, we want residents and visitors to our borough to enjoy vibrant, welcoming, and safe evenings across the borough.

We know from the tremendous success of our Night Time Enterprise Zone programme in Bromley Town Centre how targeted initiatives can provide a welcome boost to our local nightlife, as shown by thousands joining our Library Lates evening, for instance, to enjoy silent disco, cocktail making, live music and more.

By using insights from this recent programme and examining the unique opportunities and challenges of each of our town centres, this strategy will develop tailored plans working with local businesses and partners to help ensure each location has the foundations needed to thrive at night. By working collaboratively and making best use of external funding opportunities, improvements and innovation will be secured to support our nighttime economy, while protecting council taxpayers from the costs involved.

As we bring to life this shared vision for the future of Bromley's evening economy, we celebrate our borough's unique character and incredible potential, ensuring Bromley continues to be a fantastic place to live, work, and spend leisure time – day or night.



Councillor Yvonne Bear

Portfolio Holder for Renewal, Recreation and Housing
London Borough of Bromley

INTRODUCTION



This evening and night strategy marks the beginning of a vibrant and transformative chapter for the London Borough of Bromley's post-6pm economy.

Designed to be dynamic and adaptable, it reflects the evolving needs of residents, shifting demographics, and the changing landscape of the nighttime economy. To ensure its relevance and responsiveness to local needs, continual engagement with those that live, work and visit the borough at night will be undertaken throughout its lifespan.

This strategy aims to foster greater collaboration among partners and stakeholders, creating ongoing opportunities for meaningful participation in shaping its delivery and strengthening Bromley's evening and nighttime economy. It will also provide a solid foundation for securing future funding, helping the whole borough to become a more welcoming, vibrant, and prosperous destination after 6pm.

What is the evening economy?

The evening and nighttime economy encompass all activities occurring between 6pm and 6am. It serves as a vital economic driver, underpinned by various key industries and occupations including:



Essential 24-hour health and social care services, such as hospitals, nursing homes and community services



Activities which support the wider economy, such as manufacturing, wholesale, logistics, postal services and publishers



Businesses and services which support activity after 6pm, such as transport, supermarkets and convenience stores



Cultural and leisure uses, such as restaurants, hotels, sports facilities, cultural and community spaces



The evening and nighttime economy encompass all activities occurring between 6pm and 6am.

A common misconception about the evening and nighttime economy is that it primarily revolves around traditional venues like bars, restaurants and nightclubs. In reality, many of Bromley's key businesses, particularly in sectors like health, social care, and transport, operate after 6pm. **Reflecting Bromley's Outer London and suburban character, this strategy's emphasis is on early evening activities rather than late-night activities.**



Bromley's Night Time Enterprise Zone

Bromley Town Centre was successful in its bid to become a Night Time Enterprise Zone (NTEZ) in 2023, making it one of only three London boroughs participating in this pilot initiative.

The programme facilitated the trial of various projects and events in Bromley Town Centre, designed to boost footfall and increase spend in the area. Key successes ^[1] included:



107% increase in average footfall during events between 6pm and 9pm, rising to 132% between 9pm and midnight.



362% increase in visitors travelling into Bromley from outside the borough for the events between 6pm and 9pm.



Average spend during the events was **1.9 times higher** than usual.



Finale event attracting over 25,000 visitors, with spending on food and drink **2.5 times the normal** levels.



The BR1 Lates promotional campaign generated **over 1.7m social media views**.

This project surpassed all expectations, demonstrating the strong desire and demand for increased evening activities in Bromley. Further insights and a comprehensive account of the success of the NTEZ programme can be found in the *NTEZ Evaluation Report* (www.london.gov.uk/programmes-strategies/arts-and-culture/24-hour-london/night-time-enterprise-zones).

Recognised as an exemplary initiative, it will be showcased as a case study in the *World Cities Culture Forum Report 2025*, reaching almost 50 cultural delegates from across the globe.

Building on this success, we sought to extend the benefits and key learnings of the NTEZ to the wider borough, which became the driving force behind the development of this evening and night strategy.

^[1] Night Time Enterprise Zone Evaluation Report, 2024

Why is the strategy needed?

Evening and nighttime activity fuels regeneration, attracts visitors, impacts crime and health and plays a vital role in driving the borough's economic growth.

Businesses operating after 6pm are integral to Bromley's economy and employment landscape. Strengthening their resilience and capitalising on the anticipated growth of the evening and nighttime economy is essential to generating new employment opportunities, expanding services, and enhancing amenities that benefit the residents of Bromley.

While the nighttime sector is showing signs of recovery, many businesses continue to face challenges, including rising operational costs, licensing restrictions, and declining midweek trade.

Building on the success of the NTEZ programme and the newly launched *Economic Growth Plan*, now is a pivotal moment to support and grow Bromley's nighttime industries to fuel the borough's wider economic growth.

London's evening economy is projected to grow, and this presents an opportunity for Bromley to strategically capitalise on its potential.

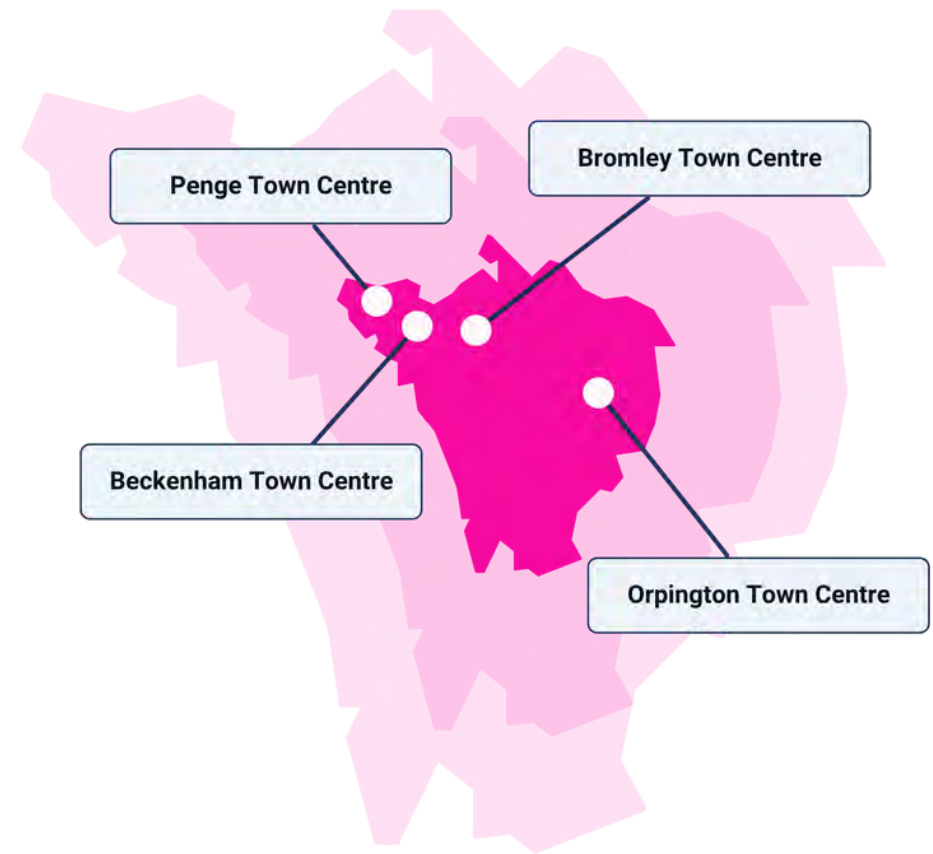


Strategy development

To further enhance our understanding, a borough-wide evidence base report was commissioned, *Bromley at Night Evidence Base*. This report focused on the four main town centres (Beckenham, Bromley, Orpington and Penge), identifying them as key nodes of nighttime activity. It provided a detailed baseline of the current night economy, highlighted gaps and opportunities, and proposed actionable suggestions for future interventions.

While the engagement undertaken during the NTEZ programme was informative from a Bromley Town Centre point of view, this was extended and engagement with residents, businesses and night workers from the wider borough was undertaken during the summer of 2024. This was crucial to capturing a diverse range of perspectives, ensuring borough-wide representation in shaping this strategy.

The findings from the surveys, the evidence base report and the NTEZ Evaluation Report were consolidated and analysed by the Night Strategy Stakeholder Group. Comprised of representatives from businesses and organisations operating after 6pm across the borough, this group worked collaboratively to shape the vision, themes, objectives and interventions that form the foundation of this strategy.



How will this strategy help deliver the Council's plan?

This strategy supports the vision and five ambitions outlined in the Council's corporate strategy, Making Bromley Even Better 2021 - 2031:



"We want our borough to be a fantastic place to live and work, where everyone can lead healthy, safe and independent lives"



The five ambitions are:

1

For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home

2

For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence and making choices

3

For people to make their homes in Bromley and for business, enterprise and the third sector to prosper

4

For residents to live responsibly and prosper in a safe, clean and green environment great for today and a sustainable future

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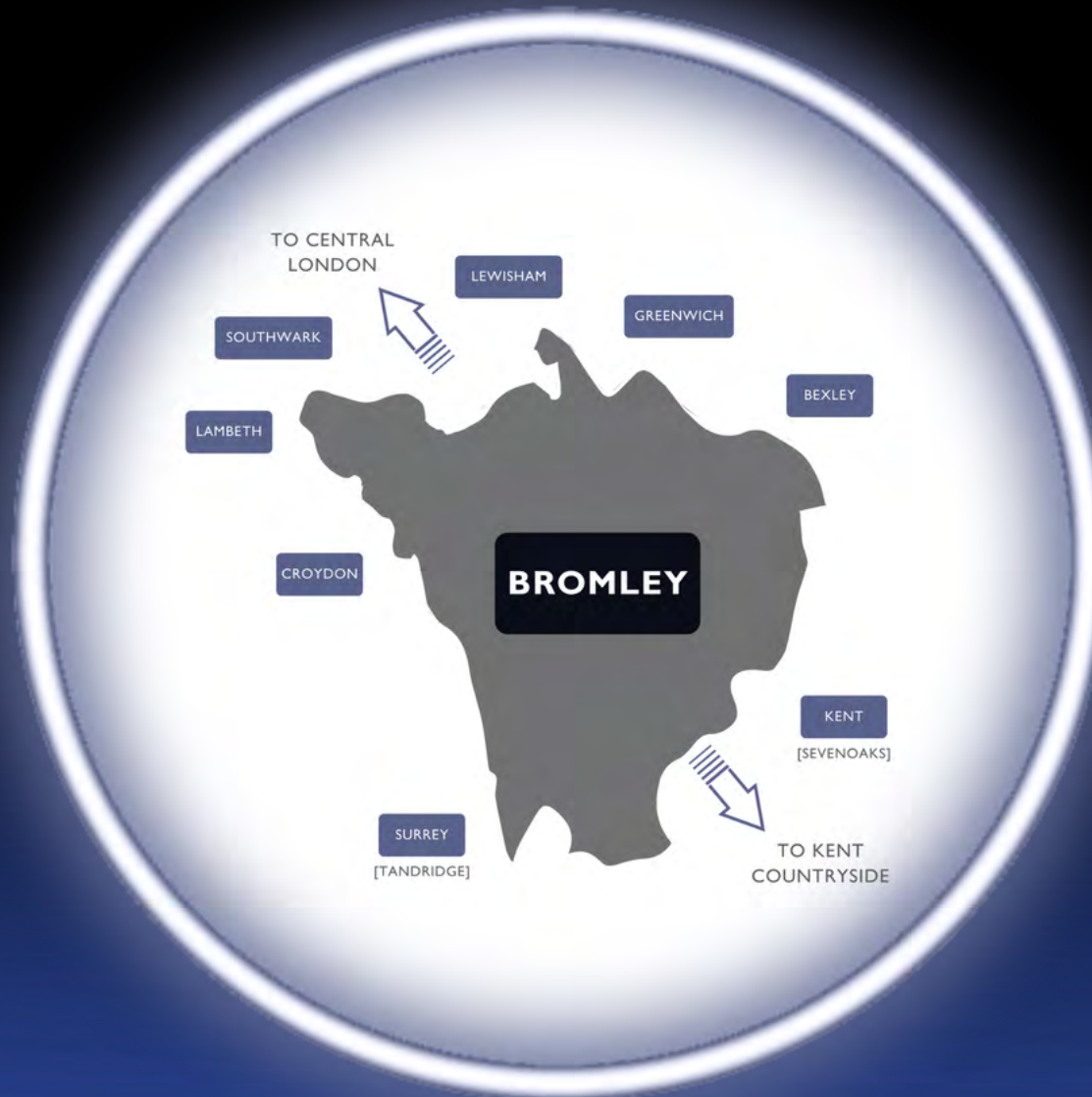
To manage our resources well, providing value for money, and efficient and effective services for Bromley's residents

In September 2024, the Council introduced its three-year Economic Growth Plan, which comprises seven main workstreams. This strategy is a key component of the Supporting Town Centres workstream and aligns with other workstreams, including supporting local businesses, inward investment, commercial space development, and employment and skills. The Economic Growth Plan serves as a supplementary document to both the Economic Development Strategy and the broader Regeneration Strategy.

In addition, this strategy aligns with several other Council strategies and policies, including, but not limited to, the Licensing Policy, Safer Bromley Partnership, Loneliness Strategy, Bromley Local Plan, Learning Difficulties Strategy, and Local Implementation Plan.



OUR BOROUGH



Bromley is the largest London borough by area. It is a unique mix of urban and rural, with distinct town centres and over half the borough designated as green belt.

The borough is bordered by the London Boroughs of Lewisham and Greenwich to the north, Bexley to the northeast, Southwark and Lambeth to the northwest, as well as Croydon to the west. It also borders the Sevenoaks district of Kent to the east and south, and the Tandridge district of Surrey to the southwest.

OUR RESIDENTS



330,000

residents



60%

working age
- 18 to 65 years



78%

of working age adults
in employment



8th

most populous
London borough

NIGHTTIME



42,000

nighttime workers



10%

growth in nighttime
workers since 2015



22%

of footfall happens
during nighttime



980

licensed premises

TOP SECTORS



32%

24-hour health and
personal services



30%

nighttime cultural
and leisure activities



18%

activities supporting
nighttime activities

A summary of the London Borough of Bromley's evening economy



Employment in the 24-hour Health & Personal Services sector has grown steadily over the past 10 years. Employment in night-time Cultural & Leisure Activities has expanded at a rapid pace.



Additionally, 18.1% of workers are employed in activities that support nighttime cultural and leisure activities, such as retail, passenger rail transport, and short-stay accommodation. However, employment in this sector has been declining since 2018.



Spending across the borough during nighttime hours (6pm to 6am) accounts for 13% of overall expenditure, which is below the London average of 25.4%.



The London Borough of Bromley is home to 980 licensed premises, primarily located in the 4 largest town centres: Bromley, Orpington, Beckenham and Penge.



Notably, nighttime footfall in Bromley Town Centre remains significantly lower than daytime levels, at just 10–20% of daytime activity, reinforcing its role as a predominantly daytime location.

As outlined within the Local Plan, Bromley Town Centre serves as the main retail centre for the borough, a status that is reflected in the London Plan. Its nighttime economy holds regional and sub-regional importance, with potential to accommodate a wider leisure and cultural offer.

Beckenham, the borough's third largest town centre, has an important evening economy and is recognised in the London Plan as a nighttime cluster of more than local significance.

While Bromley, Orpington, Beckenham, and Penge serve as the primary hubs for the borough's evening and nighttime activity, it is important to recognise the presence of additional nighttime assets and anchors scattered across other parts of the borough. Although more dispersed, these venues attract a notable share of nighttime expenditure, drawing patrons from both within and beyond Bromley's borders.

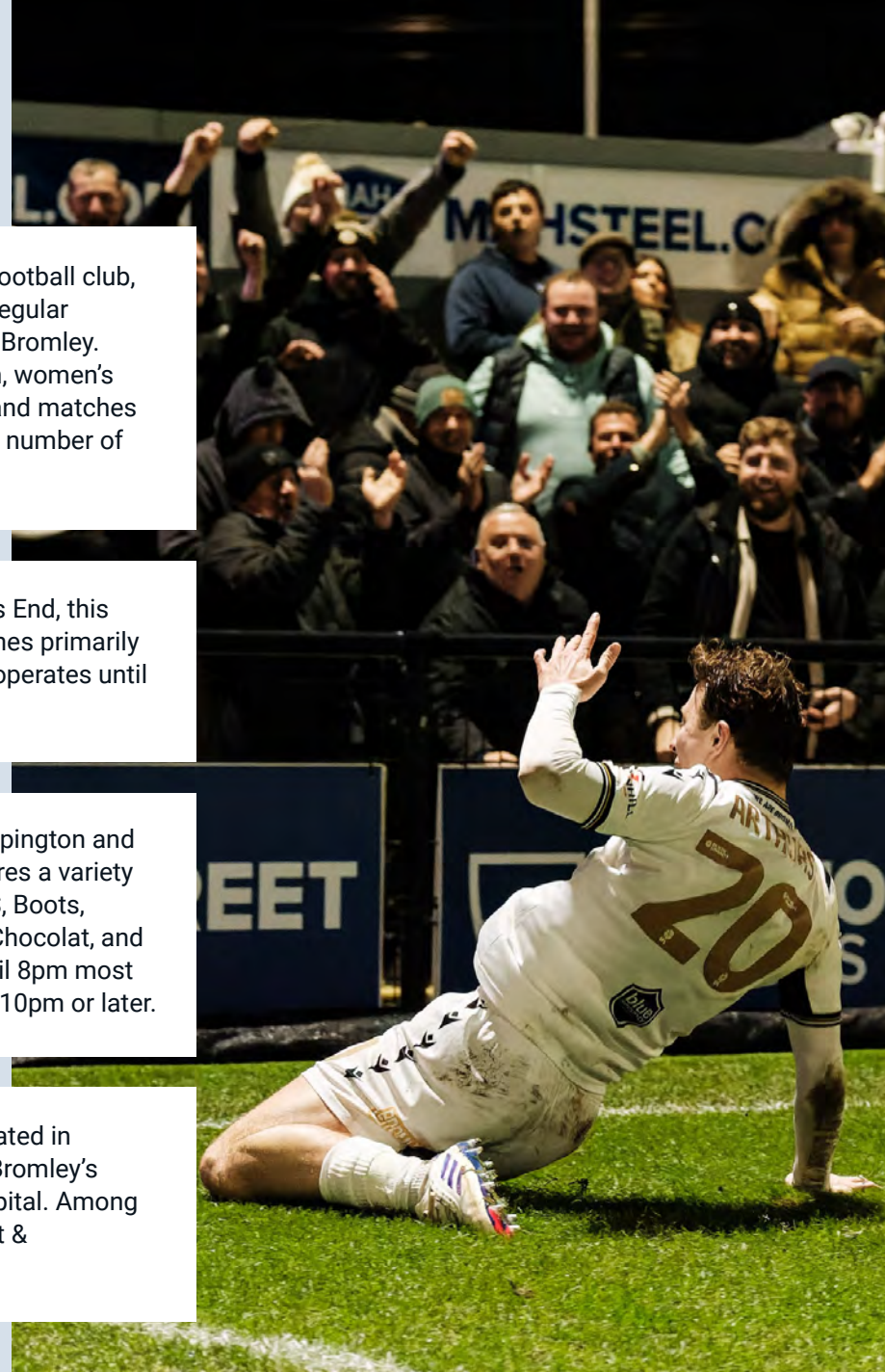
Examples include:

Bromley Football Club: Bromley's main football club, competing in the football league, hosts regular fixtures at the Hayes Lane Stadium near Bromley. These include matches for the first team, women's team and under 21s, alongside training and matches for the youth academy, with a significant number of games kicking off at 7.45pm.

Goals 5-a-side Football: Based in Elmers End, this facility offers large bookable sports pitches primarily used for five-a-side football matches. It operates until 11pm most nights, including weekends.

Nugent Shopping Park: Situated near Orpington and St Mary Cray, this major retail park features a variety of shops and restaurants, including M&S, Boots, Clintons Cards, Costa, Five Guys, Hotel Chocolat, and Nando's. Anchor stores remain open until 8pm most nights, while restaurants stay open until 10pm or later.

Princess Royal University Hospital: Located in Locksbottom near Farnborough, this is Bromley's largest acute, teaching, and general hospital. Among its many departments is a 24/7 Accident & Emergency Department.





Our vision, themes and objectives have been developed in collaboration with the Night Strategy stakeholder group.

Our vision is:



“Bromley Borough – a welcoming, vibrant and prosperous place at night for visitors, residents and businesses”

OUR ASPIRATIONS

FOR OUR RESIDENTS

Offer access to a diverse range of cultural and leisure activities in the evening

Create a safe and welcoming environment at night for everyone

Develop nighttime spaces and activities that strengthen social connections

Provide access to meaningful work opportunities during evening hours

FOR OUR BUSINESSES

Support existing evening businesses to grow and succeed

Attract new businesses to enhance and complement the existing night offer

Establish a vibrant evening economy that boosts footfall and spend

Promote and celebrate the borough's vibrant and diverse night offer



Themes and objectives

The themes and associated objectives are:



People

Provide an evening offer that is inclusive, accessible, welcoming and safe ensuring the wellbeing of those that live, work and visit the borough at night



Place

Provide a vibrant, attractive and safe space through activation and reimagining spaces to ensure a positive experience at night for residents, businesses and workers



Promotion

Promote and celebrate the borough's night offer to support businesses, attract new audiences and attract a diverse range of venues to the borough



Policy

Support the growth of the nighttime economy through collaboration, policy development and intervention



Prosperity

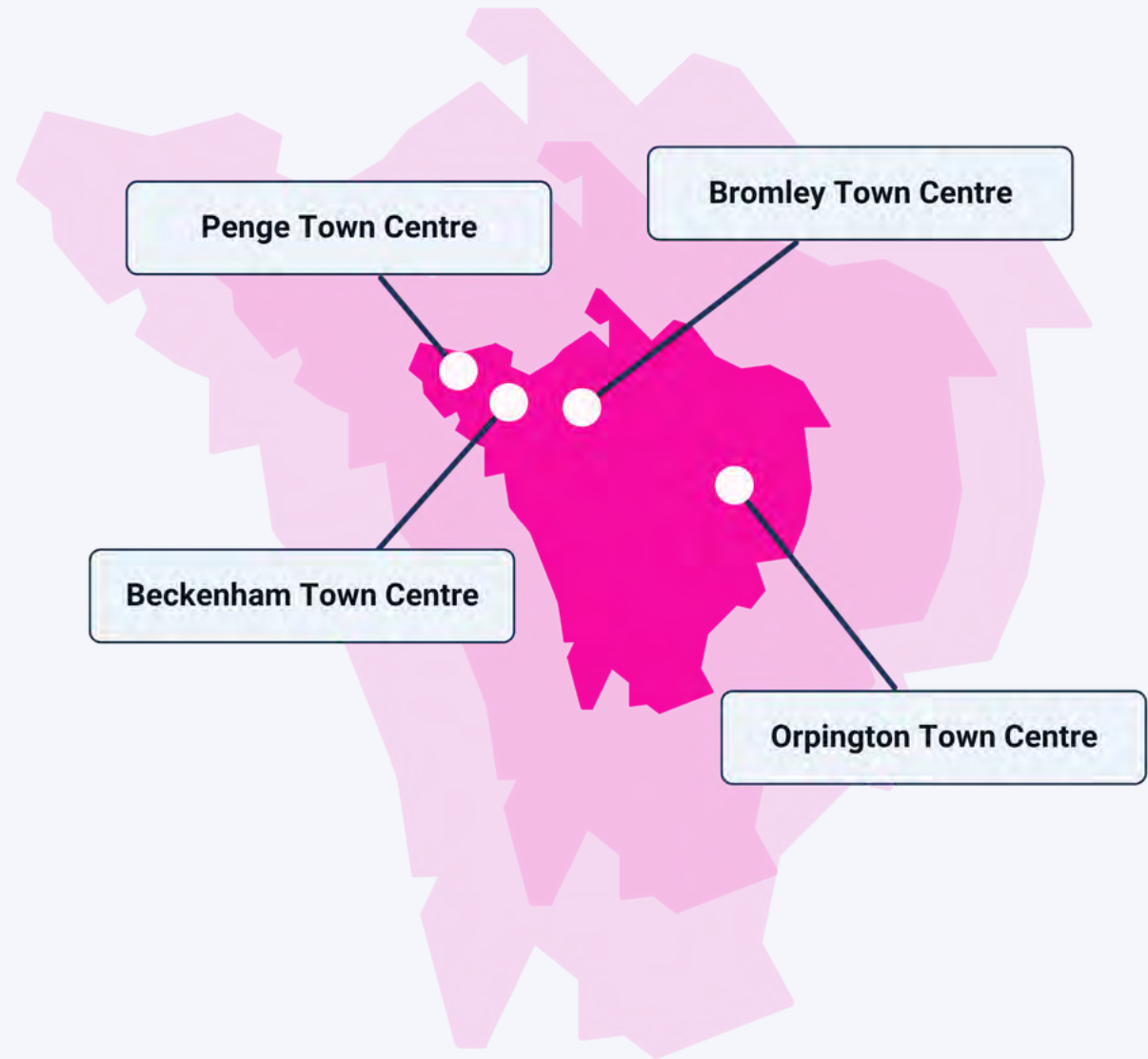
Grow the economy by attracting and developing businesses, supporting emerging growth sectors at night and creating good work opportunities

Our place-based approach

While the vision represents the overarching ambition for the borough at night, it is important to recognise that each of our four largest town centres (Beckenham, Bromley, Orpington and Penge) offers a distinct night experience and plays a unique role in the borough's evening and nighttime economy.

The *Bromley at Night Evidence Base Report* highlights that each town has a distinct set of strengths, weaknesses, opportunities and threats. These factors are influenced by their demographic profiles, public realms, management structures, funding bases and a wide range of other factors

This analysis underscores the need to develop place-specific proposals and implement tailored interventions that respond effectively to each location's unique context.



PLACE-BASED APPROACH

BECKENHAM TOWN CENTRE

Main differentiator



Strong night offer of 'vertical' drinking venues

Challenges



Limited cultural and family activities in the evening, lack of management of night offer

Opportunities



Strong health, fitness and wellbeing offer during the day that could be extended to the evening

Vision



Beckenham Town Centre – a safe, attractive and well managed evening and late night offer with options for a diverse range of people



PLACE-BASED APPROACH

BROMLEY TOWN CENTRE

Main differentiator



Family friendly, broad range of leisure activities

Challenges



Overrepresentation of retail in pedestrian core

Opportunities



Activation of public and green spaces, build on existing cultural and leisure offer

Vision



Bromley Town Centre - An inclusive, accessible and active place for those looking to participate in evening activities that enhance health, wellbeing and resilience



PLACE-BASED APPROACH

ORPINGTON TOWN CENTRE

Main differentiator



Diversity, range and quality of restaurants

Challenges



Town centre is a place that is passed through rather than a destination in its own right

Opportunities



Activation of public spaces, capitalising on new developments to address gaps in evening offer

Vision



Orpington Town Centre – a destination for good quality restaurants that people travel to rather than pass in the evening



PLACE-BASED APPROACH

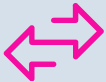
PENGE TOWN CENTRE

Main differentiator



Diverse range of pubs including traditional pubs, gastropubs and craft beer taprooms alongside a range of cultural and community events

Challenges



Relatively small night offer

Opportunities



Strong cultural events offer that could be extended into the evening

Vision



Penge Town Centre – a cultured, sociable and varied evening offer that is diverse and driven by independent operators



WHAT WE WILL DO



This action plan outlines a range of interventions developed in collaboration with stakeholders and various Council departments.

They are informed by findings from community engagement, the NTEZ evaluation report and the Bromley at Night Evidence Base.



People



Place



Promotion



Policy



Prosperity



People

- Support the safety of vulnerable groups through initiatives such as Street Pastors, Warm Spaces and the SEND pledge.
- Encourage all businesses, venues and events to be accessible and inclusive to all.
- Work collaboratively to ensure there are opportunities for people to come together in the evening to reduce feelings of loneliness.
- Continue to promote the importance of a safe night out by ensuring businesses are operating according to best practice and staff are trained on initiatives such as Ask for Angela.
- Support vulnerable residents to secure good jobs and retain employment in sectors that operate in the evening.
- Identify potential safe or quiet spaces in the borough at night for people that are vulnerable.
- Support night workers through training and career development opportunities.
- Continue to engage with people that live, work and visit the borough at night to ensure Bromley at night is meeting the needs of local people.
- Continue to work with partners to enhance nighttime safety for Bromley residents who are travelling after dark.



Place

- Support the borough-growth of successful events such as Library Lates.
- Encourage creative community-led projects in town centres, working collaboratively to enhance visual appeal, improve safety, and create a shared sense of belonging.
- Consider innovative uses of Council assets at night.
- Consider nighttime design in any public realm improvement plans.
- Consider setting up a Creative Enterprise Zone and how the creative economy could align with ambitions for the night economy.
- Consider creative use of lighting in the public realm to animate streets and transform spaces.
- Work with the Safer Bromley Partnership Places Development and Delivery Group to explore the options for providing safe places for people who feel vulnerable.
- Identify opportunities for activating spaces that are currently under-utilised in the evening, including 'meanwhile' use.
- Encourage the extension of sports activities into the evening.
- Identify locations for design solutions and/or improved lighting, improved walkways and accessibility and seek associated funding for interventions.
- Encourage walking and cycling routes to increase activity at night and contribute to a sense of safety.
- Work with the Greater London Authority (GLA) and Transport for London (TfL) in the development of infrastructure at night and work in partnership to continuously improve the safety and accessibility of public transport at night.
- Monitor and enforce illegal parking to provide a safe environment for pedestrians in the evening.
- Encourage diversification of the night offer to ensure the offer responds to the needs of the whole community.
- Work with the Safer Bromley Partnership Safer Development and Delivery Group to identify crime hotspots and implement solutions to improve safety.
- Identify residential areas affected by the nighttime economy and collaborate with relevant agencies and venues to explore effective solutions.
- Encourage, where appropriate, outdoor dining to improve activity and contribute to a sense of safety.



Promotion

- Explore opportunities to develop branding and associated social media platforms to promote evening events and activities across the borough.
- Through the inward investment service, promote the borough's evening offer and opportunities to attract a broader range of venues.
- Promote the Business Toolkit, providing best practice guidance for nighttime venues and encourage collaboration among businesses to share and implement effective strategies.
- Promote training opportunities available to staff and businesses that operate in the evening.
- Work with employers to promote employment opportunities in the evening to local residents.
- Collaborate with partners to develop a photography portfolio that showcases the borough's diverse evening destinations, highlighting their appeal to a broad audience.
- Engage with businesses and other organisations across the borough to provide coordinated promotion of evening events and activities.
- Work with local colleges to promote evening courses to residents.
- Promote initiatives to support a safe night out, such as Warm Spaces, Street Pastors, SEND Pledge and the Women's Night Safety Charter.
- Seek funding to support the Street Pastors and enable a communications campaign to celebrate and grow the network of volunteers.

- Work closely with the Licensing Team to ensure this strategy aligns with the Licensing Policy.
- Create a borough-wide cultural action plan.
- Contribute to the Council's Economic Growth Plan under the objective of Supporting Town Centres.
- Continue to work with developers to ensure new development positively contributes to the evening economy and that appropriate management is considered from the outset, as set out in the London Plan and Bromley's Local Plan.
- Contribute to the development of the Local Plan nighttime economy policy.
- Explore opportunities for developing a Creative Health programme to support wellbeing of residents through cultural activities.
- Work cross-departmentally to ensure this strategy continues to align with other strategies and identify opportunities for joint working.
- Continue to monitor and enforce noise thresholds around licensed premises.
- Continue to provide event guidance and applications through the Safety Advisory Group.
- Ensure clear guidance is available to businesses that wish to use the highway outside their business, whether for tables and chairs, smoking areas or other purposes.



Prosperity

- Explore opportunities for capitalising on annual evening events, holiday celebrations and evening activity that attracts large footfall.
- Encourage early evening cultural events and activities to bridge the gap between daytime and nighttime economies.
- Support local businesses through training, advice, recruitment and business support programmes.
- Encourage Business Improvement Districts (BID) and other event organisers to trial new initiatives to attract additional footfall and spend in the evening.
- Utilise the Inward Investment Service, Opportunity Bromley, as a strategic tool for attracting emerging growth sector businesses that operate in the evening.
- Encourage daytime venues and key community uses to extend their opening hours into the evening.
- Consider and encourage different uses for venues outside their normal opening hours.
- Ensure emerging growth sector forums include representation from evening and nighttime industries.
- Support the objectives within the Council's Economic Growth Plan to increase the quality of commercial space.

IMPLEMENTATION AND GOVERNANCE



The Night Strategy Working Group will oversee the delivery of this strategy.

At the quarterly meetings, the Working Group will monitor the interventions outlined in the action plan. Some interventions may require a specialist 'task and finish' subgroup requiring just certain members of the Working Group.

The Working Group will develop key performance indicators to measure the impact of this strategy with progress reported quarterly, and it will work collaboratively, where appropriate, to submit external funding bids to secure funding for interventions within the action plan.

Continual engagement with people that live, work and visit the borough at night will be undertaken through existing networks to ensure the strategy is meeting the needs of local people.

NEXT STEPS AND ACKNOWLEDGEMENTS



This Strategy marks the beginning of a vibrant and transformative chapter for Bromley Borough's post-6pm economy.

Designed to be dynamic and adaptable, it reflects the evolving needs of residents, shifting demographics, and the changing landscape of the nighttime economy. To ensure its relevance and responsiveness to local needs, continual engagement with those that live, work and visit the borough at night will be undertaken throughout its lifespan.

The Strategy aims to foster greater collaboration among partners and stakeholders, creating ongoing opportunities for meaningful participation in shaping its delivery and strengthening Bromley's evening and nighttime economy. It will also provide a solid foundation for securing future funding, helping Bromley Borough become a more welcoming, vibrant, and prosperous destination after 6pm.

This Strategy has been shaped by the valuable contributions of many individuals and organisations from across the borough. We would like to extend our thanks to all participants in the consultation and engagement process, whose diverse perspectives have enriched the development of this Night Strategy.

We look forward to working with you to bring the Bromley at Night vision to fruition in the coming years.

For more information, visit:
www.bromley.gov.uk/bromleyatnight

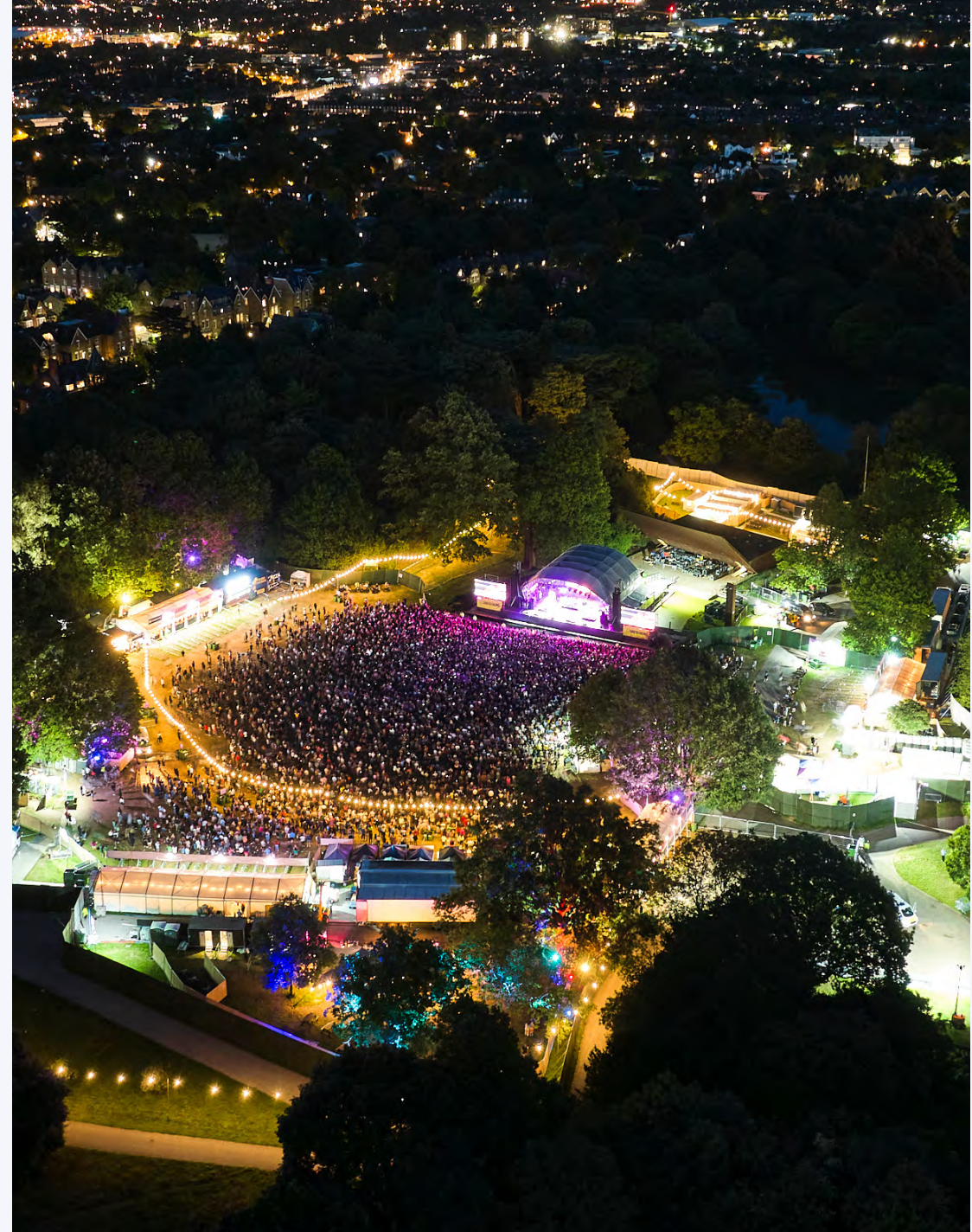


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