

Bromley Business

Night Time Toolkit

MAY 2023

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Scene setting

As the commercial hub of the borough, Bromley Town Centre has a vibrant daytime economy with the potential for growth in the evening. Bromley Council has recognised this opportunity for growth and has been successful with an application for Bromley Town Centre to become a **Night Time Enterprise Zone**, enabling the town to host events and projects to boost activity in the town after 6pm. Bromley Town Centre is one of three Night Time Enterprise Zones across London providing an opportunity to test ideas and pilot events in these designated areas. Bromley's Night Time Enterprise Zone (NTEZ) is funded by the Mayor of London, Bromley Council and Your Bromley Business Improvement District.

The NTEZ in Bromley will seek to support good work standards for night workers, improve access to services, amenities and shops and boost activity in the town centre after 6pm while ensuring the area remains welcoming and inclusive after dark.

Over the course of 2023 and 2024, the Bromley NTEZ will support activities that animate and enliven the town centre after 6pm. The programme, promoted as BR1 Lates, will pilot evening events, encourage businesses to stay open later and coordinate businesses and partners in the town centre to improve conditions for night workers.

Purpose of the document

This business toolkit forms part of the legacy of the NTEZ by making it easier for businesses to set-up, operate and trade in Bromley after 6pm. The Council recognises that the business community in Bromley will play a leading role in the delivery of the vision for the town centre after 6pm.

Evidence Base

The contents of this toolkit have been shaped by extensive engagement and research conducted between January and March 2023. The engagement, which gathered the views of over 650 residents, 70 night workers and 50 businesses located in the town centre, identified the key challenges and opportunities facing the town centre at night.

This toolkit is intended to support businesses to trade in the evenings and capitalise on the opportunities identified. The resources included in the toolkit can be used to ensure a partnership-led and coordinated approach from businesses to activate the high street later into the evening to effectively bridge the gap between daytime and night time activities.

The toolkit can help businesses to better meet the aspirations of people visiting the town centre at night by providing spaces for young people and diversifying the economy at night to include a wider range of arts and cultural events. The toolkit also provides advice to support the management of town centres at night according to best practices.



Image credit © Didobi



Red line indicates NTEZ boundary

Bromley Town Centre Statistics

- There are 97 licensed premises in the town centre
- 509 retail and leisure units operate in the town centre
- Bromley's town centre businesses are 54% chains, compared to the UK average of 35%
- 78% of our survey respondents want to see more live music and comedy venues in the town centre
- 54% of surveyed businesses don't currently trade after 6pm

Contains OS data © Crown copyright 2023

Business networks and promotion

Your Bromley BID is the Business Improvement District for Bromley town centre. The BID, first established in 2016, organises events in Bromley such as the Floral Fest and food festivals. The BID also delivers public realm projects such as the annual festive lighting. The BID employs an Ambassador who liaises with businesses and reports environmental defects on the streets to those responsible for fixing them. The BID also funds extra police presence and deploys a street cleansing team every month. The BID convenes regular meetings for retailers and hosts a licensing partnership meeting every two months for licence-holders. It also provides training and footfall data to businesses. Businesses can advertise marketing campaigns, discounts and offers directly on the BID's website.

Contact details for further information:
enquiries@yourbromley.com

Bromley Business Hub is an online portal for new and existing businesses in Bromley. The business hub includes information to support businesses across a range of topics from accounting and human resources to marketing and procurement. The portal includes specific articles, videos and guidance for each topic. The hub also includes a business directory for Bromley.

Businesses can also subscribe to the Council's **Bromley e-Bulletin** and access guidance, apply for grants and pay for business rates on the council website here. The free e-bulletin supports businesses in the borough to connect with one another and receive regular updates about any issues affecting businesses. It includes all the latest news on business support as well as information about events, training courses, workshops, seminars, business awards and other useful business support initiatives. You can sign up to the e-bulletin here.

The Council, in partnership with the British Library Business and IP Centre, provides start-up businesses with tailored support through **Start Up Bromley**. The programme is based across the borough's libraries and is free to join. It supports early stage entrepreneurs to meet and build networks, access workshops and webinars and receive bespoke one-to-one support. The events and support will help businesses and start-ups with different aspects of starting up, launching and building a business. Speakers from a variety of companies will share their knowledge and experience for Start Up Bromley members. The programme also provides workspace for businesses.

Business networks and promotion

The **South East London Chamber of Commerce** hosts networking events and workshops as well as offering free support for businesses in Bromley and south east London. The chamber of commerce also collates news and shares information about grants and funding opportunities.

UKHospitality is the industry body representing hospitality businesses across the UK. UKHospitality publishes industry research and resources for hospitality venues. The guides, available here, outline industry best practices and regularly updates hospitality businesses with news and information about support that is available to them and new legislation that may affect hospitality businesses.

The Federation of Small Businesses provides access to free resources for small businesses. You can also become a member to access legal advice and benefit from local networking opportunities.

Pubs and brewers can join the **British Beer and Pub Association** to benefit from data and insights to support their business here.

Case study – Franco Manca

Franco Manca, a pizzeria chain found across London, has launched an online loyalty card scheme through its mobile app. The scheme entitles customers to a free pizza for every six pizzas they buy, encouraging customers to return and visit multiple times. Other recent marketing promotions have included £5 pizzas throughout the month of January, student deals and discounts for NHS staff.

Case study – Rio Cinema

The Rio Cinema is a community cinema in Dalston that offers membership perks. By becoming a Friend of the Rio, which you can do free of charge, members get £5 cinema tickets on Tuesdays, earn points on the money they spend and redeem these against the price of tickets. Upgrading to a full membership also provides two free tickets for the year, 20% discounts for tickets, food and drinks. Members are also invited to join the cinema's Annual General Meeting and have voting rights.

The revenue from membership fees supports the cinema's community and education programme which includes film screenings for local school children, classic matinees for senior citizens and care home residents, parent and baby screenings, screenings for the hard of hearing and screenings of films by young filmmakers.

ii.

Planning

Planning policies categorise every building within one of six broad use classes depending on the use of the building. These six classes are:

1 – **B:** businesses which supply or support others such as warehouses and storage spaces

2 – **C:** places where people sleep such as housing and hotels

3 – **E:** commercial premises, businesses and services such as shops, offices, restaurants, cafés and the majority of high street uses

4 – **F1:** places of learning such as schools, galleries and museums

5 – **F2:** local community uses including community and leisure centres

6 – **Sui Generis:** everything else including theatres, betting shops, cinemas, nightclubs, casinos, pubs and wine bars

In general, you will need planning permission to change a building from one use class to another. You do not need to apply for planning permission to change between uses that are within the same class. For example, you do not need planning permission to change a shop into a café as these are both within class E. However, you always require planning permission to change any Sui Generis use, even if the proposed new use is also considered Sui Generis.

Planning permission is needed for any form of development, which includes any building works that alter the external appearance of the building, such as shopfront alterations, or includes any demolition. Internal alterations do not require planning permission unless the interior of a property is listed. Changes to the interior of premises require Building Control Approval.

Businesses require advertising consent to install signage such as any canopy signs, flag advertisements, price displays, placards and boards. Any on-street display requires a street trading licence.

iii.

Food hygiene standards

Any new food business is required to register with the Council at least 28 days before it starts trading. Online registration can be done here by filling out a food business registration form.

Food Safety

Comprehensive food safety information to support businesses can be found on the Food Safety Pages on the Council's website. You can download Safer Food Better Business manuals here, which all restaurants, cafés and takeaways are required to have in place. The SFBB manual contains practical food safety guides to help businesses comply with regulations. There are also links to allergen information and resources including a free allergen training course for food business operators and their staff, downloadable here, provided by the Food Standards Agency.

The Health and Safety Executive also provides guidance to support food businesses to comply with health and safety laws. You can access all of their resources and guidance here.

iv.

Licensing

Businesses wishing to sell alcohol and late night refreshments or host certain forms of entertainment such as theatre performances, film screenings, indoor sporting events or live music need to apply for a licence from the Council to do so.

There are four types of licences you can apply for:

1 – Premises licences are needed for the sale of alcohol, provision of regulated entertainment or the sale of hot food and drink to the public between 11pm–5am

2 – To sell alcohol in licensed premises, at least one person must also hold a personal licence

3 – Club premises and certificated regulate clubs, such as sporting organisations, social groups or political parties that have specific memberships

4 – Temporary Events Notices allow people, businesses and organisations to hold one-off specific events that include licensable activities

Licensing decisions are determined by the **General Purposes and Licensing Committee** according to the Council's Statement of Licensing Policy. Bromley town centre currently sits within a Cumulative Impact Policy Area. The designation indicates a saturation of licensed premises in the town centre. This saturation is deemed to cause problems that extend beyond individual premises into the public realm and put undue pressure on the local transport system, and emergency and regulatory services. Within this boundary, new licences or variations on existing licences, are subjected to a "presumption of refusal" and need to demonstrate in their applications that they will not exacerbate existing issues such as nuisance, crime and disorder.

The Cumulative Impact Policy does grant exemptions from the policy in exceptional circumstances such as premises that support the licensing vision of Bromley, small premises with a capacity of fewer than 50 people operating until 11pm or premises that are not alcohol-led such as coffee shops.

iv.

Licensing

London Borough of Bromley
Statement of Licensing Policy,
2021–2026

“Bromley Town Councillors wish to see the continuing development of a responsible and flourishing night time economy in line with the existing profile of businesses pubs, clubs and restaurants. Notwithstanding the existence of the Cumulative Impact Policy ward members are supportive of applications for premises that will positively benefit the town centre including both the Bromley South and North Developments. However, where the operation of licences is irresponsible and undermines the promotion of the licensing objectives, especially crime and disorder or public nuisance, and has a negative impact on the local night time economy, Members will support tough enforcement of licence conditions and reviews.”

V.

Outdoor dining

Businesses can apply for a Pavement Licence from the Council to place tables, chairs, umbrellas, heaters, lights or barriers in the public realm. The Council has a specific policy covering the rules and regulations for outdoor dining.

Since June 2020, businesses have been able to apply for a fast-tracked and cheaper licence through the **Business and Planning Act**, although these rights expire in September 2023. It costs £100 to apply for a Pavement Licence and applications are determined within 14 days. Previously, outdoor seating was regulated by the Highways Act with a 28 day consultation period and variable fees, sometimes calculated per table or chair outdoors.

Furniture needs to be removable and in keeping with the local area. Applicants will need to detail the times at which outdoor furniture will be used and the chosen arrangement. Applicants will also need to allow for unimpeded pedestrian routes (further width clearance information available here). Businesses will need Public Liability Insurance with a minimum level of indemnity of £5 million for any one incident to place outdoor tables and chairs.

Case Study – Venn Street, Clapham



Image credit © Publica

Venn Street in Clapham is a small pedestrianised street with a concentration of outdoor seating and terraces. The street had previously been unmanaged and was seen as a dead space. The Council licensed all outdoor dining under a single licence with the same conditions attached to all businesses. This means that the tables and chairs are all disassembled and packed up uniformly. The licensing regime has supported the management of the street and improved collaboration between businesses and the Council. Businesses have since installed festoon lighting and have seen an increase in trade, which has allowed them to pay staff higher wages.

vi.

Management, safety and security

Businesses operating at night can access resources, training and guidance for managing their premises to support the safety of people inside and outside their venues.

The local Metropolitan Police Bromley Town Safer Neighbourhood Team hosts regular Ward Panel Meetings for the public to attend and raise concerns. These take place quarterly and details can be found here.

WAVE and Ask for Angela. The Safer Sounds Partnership provides licensed businesses with Welfare And Vulnerability Engagement (WAVE) training. The training supports employees to recognise vulnerability and empowers them to intervene and support vulnerable people.

The programme includes resources and specific training linked to the Ask for Angela campaign: a consumer-facing information campaign that allows people who feel like they are in an unsafe situation to ask for help using the “Angela” code word with staff members.

They can use this codeword to inform a trained member of staff that they need help. The staff member can then discreetly assist them in getting the help they need.
You can see the campaign assets available here.

The training is based on 5 key principles, listed as follows:

1 – Preventing and reducing violent crime linked to the licensed economy

2 – Preventing and reducing sexual offences

3 – Reducing preventable injury linked to alcohol and drug use in the licensed economy

4 – Reducing opportunities for criminal activity and anti-social behaviour in licensed premises

5 – Promoting partnerships and engagement with key stakeholders and communities in the licensed economy

Good night out campaign

The Good Night Out Campaign supports night time venues and organisations to better understand, respond to, and prevent sexual harassment and assault. The campaign organisers provide specialist training, policy support and an accreditation programme. You can find out more here.

Women's Night Safety Charter

The Mayor of London's Women's Night Safety Charter encourages all businesses that operate at night to sign up and support the charter principles through seven simple pledges.

Signatories to the charter can receive training and resources to support them to meet their pledges. You can sign up to the charter here and access the toolkit here. The charter is based on the four R's of Responsibility, Report, Respond and Redesign.

1 – **Champion:** Nominate a champion in your organisation who actively promotes women's night safety

2 – **Communicate:** Demonstrate to staff and customers that your organisation takes women's safety at night seriously, for example through a communications campaign

3 – **Support your staff:** Remind customers and staff that London is safe, but tell them what to do if they experience harassment when working, going out or travelling

4 – **Support the public:** Encourage reporting by victims and bystanders as part of your communications campaign

5 – **Training to respond:** Train staff to ensure that all women who report are believed

6 – **Training to record:** Train staff to ensure that all reports are recorded and responded to

7 – **Designing for safety:** Design your public spaces and workplaces to make them safer for women at night

vi.

Management, safety and security

Dispersal

Businesses operating at night need to carefully consider the impact of their activities on the public realm and the amenity of residents in the town centre. Licensing applications should set out the dispersal strategy for the venue, ensuring people leave the area promptly after a venue closes. Night time businesses are encouraged to think about the ways in which their dispersal strategy impacts the dispersal of people from other night time venues. The National Pubwatch and Best Bar None have created guidance for writing and implementing effective dispersal policies available here.

Managing noise and nuisance

Night time venues may have conditions attached to their licences to mandate actions to mitigate or reduce the risk of local residents being exposed to noise and nuisance. Venues may be required to close any outdoor areas at a certain time and limit sound escape by closing doors or windows. Venues can also display signage to make people aware of nearby residents, provide indoor waiting areas for taxis or private hire vehicles or provide details and signage to other local transport options to support the quick and quiet dispersal of patrons.

The Music Venue Trust, in their guide to running a grassroots music venue, sets out widely applicable guidance on being a good neighbour. Available to download here, the guide encourages venues to get to know their neighbours and local businesses and communicate with them to keep them informed of any events.

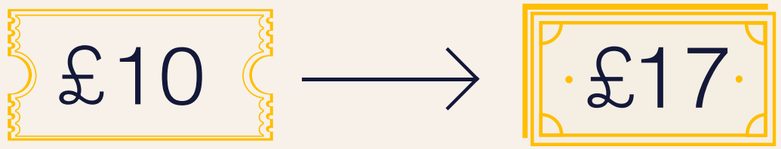
vii.

Events and nesting uses

There are various ways businesses can host regular night time events or partner with other organisations or businesses to use their spaces later into the evening and night time.

Recent research found that people were more likely to visit night time businesses if they offered live music. The report also found that people are much more likely to see live music in a pub rather than a music venue, festival or stadium.

Venues looking to include regular live music in their business plan can contact the **Music Venue Trust (MVT)** for resources and support including planning and licensing explainers, industry research and guidance for safety, accessibility, acoustic design and environmental issues. You can access these resources here.



For every £10 spent on a ticket in a grassroots music venue, £17 is spent elsewhere in the night-time economy

Department for Culture Media and Sports: Live Music 2017-2019 (2019)



A small music event (200 attendees) has a spillover effect of £48,000 of which 69% stays in the local economy

UK Music: Music by Numbers (2020)

vii.

Events and nesting uses

Case Study — Sofar Sounds

Sofar Sounds was founded in 2009 in London and now operates in over 300 cities as a network of artists, venues and producers bringing small live music events to unconventional and unique venues.

Each event takes place in a different location and includes up to three artists. You can sign up to host an event here

Case Study — New River Studios

New River Studios is a music venue, recording studio, photography studio bar and theatre space located in the Harringay Warehouse District. Run as a Community Interest Company, the venue's business model improves viability by maximising the use of the space over the day, evening and night. The music venue is rented as a rehearsal space during the day and the venue hosts after school programmes to provide young people with practical work experience in the creative industries.

Case Study — Red Light Busking



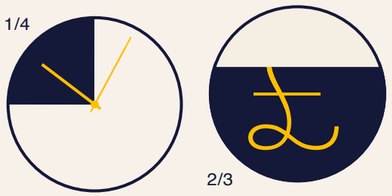
Image credit © Jenna Selby

Red Light Busking transforms high streets by partnering local musicians with high street businesses to host immersive events in shopfront windows after dark. Established in 2019 as part of Waltham Forest's programme as the inaugural London Borough of Culture, the organisation can connect businesses with buskers and performers.

viii.

Good work standards

Despite making up just a quarter of London's workforce, night workers represent two thirds of London's employees that earn below the London Living Wage (currently set at £11.95 an hour).



Good Work Bromley showcases best employment practices in Bromley, providing links to resources and support for employers. Good work Bromley practices provide numerous benefits to both the employee and the employer. Employees are fairly treated and rewarded and benefit from good working conditions and a safe working environment. Good work practices can also be beneficial to the performance and success of an organisation. Benefits include recruitment and retention of staff, increased productivity, improved employee engagement and motivation, reduced absences and reputational gain.

Businesses trading at night can support good working conditions by signing up to be an accredited Living Wage Employer or signing up to the **Mayor's Good Work Standards**. These standards can support hospitality businesses to hire and retain staff amid the current shortage of staff across the hospitality sector.

The Mayor's Good Work Standards are made up of four key pillars:

1 – Fair pay and conditions
2 – Workplace wellbeing
3 – Skills and progression
4 – Diversity and recruitment

If you are employing staff that finish shifts late or have irregular working patterns, you could consider policies to guarantee the number of hours people can expect to work every week, implement pay premiums for unsociable hours or pay for people's safe transport home.

The Living Wage Foundation has developed a new **Living Hours** standard that calls on employers to provide:

- 4 weeks of notice for shifts with guaranteed payment if shifts are cancelled within this notice period
- Contracts that reflect accurate hours worked
- A guaranteed minimum 16 hours a week unless workers request otherwise

These standards will be underpinned by a new accreditation programme.

Case Study — Night Club



Image credit © Liminal Space

Night Club is an engagement programme run by The Liminal Space that connects night workers with sleep researchers. The organisation provides key tips and resources for night workers to support their physical and mental health.

ix.

Accessibility and inclusion

In order to broaden and diversify their audiences at night, businesses should consider the accessibility of their venues. The following resources can help improve the accessibility of businesses and venues.

Research by **Club Soda** estimates that 49% of UK adults do not drink alcohol or are looking to reduce their alcohol consumption. Club Soda offers training, advice and courses to support businesses to develop high quality alcohol-free options to cater to this growing market.

Attitude is Everything supports venues that host live events to be accessible and inclusive. They run a live events access charter to support disability equality across all aspects of venue management.

Attitude is Everything can also provide bespoke consultancy and training.

When you sign-up to join the Live Events Access Charter, you will be given:

- A venue visit by a member of the team
- A dedicated member of our team to provide remote advice when needed
- The tools and guidance to create an Action Plan, paving the way for an Award once completed
- The opportunity to join a monthly call with other Charter members

The Mayor of London and the Alzheimer's Society have launched the world's first Dementia Friendly Venues Charter for cultural spaces to help make venues more welcoming for people living with dementia. The charter is part of a framework that includes a guide to dementia-friendly auditing. Venues can get accredited, access useful resources and join regular webinars to support their accreditation here.

ix.

Accessibility and inclusion

The Equality Act 2010, accessible via this link, requires venues to make reasonable adjustments to enable users to access their buildings and building regulations set out the accessibility requirement for non-residential buildings in England. The 2015 guidance, available to download here, sets out the standards for level access into buildings, handrails, lifts and accessible restrooms.

AccessAble are a disability access consultancy that provide a detailed access guide to venues across the UK. The guides take into account the whole journey to and from a venue. AccessAble hosts an interactive online map of venues with detailed accessibility information. Venues can email AccessAble here to have their venue featured online. AccessAble Consultancy can also conduct access audits, provide training and offer inclusive design guides. You can find out more about their work here.

Case study – Gig Buddies

Gig Buddies is a programme by the charity Stay Up Late that matches people with learning difficulties to volunteers who share the same cultural tastes to go to music concerts and other cultural events or venues such as museums, galleries, theatre performances or cinemas together. Established in Sussex in 2013, the initiative has spread to towns and cities across the UK as well as groups in Australia and New Zealand.

Case study – Bubble Club

Bubble Club is an accessible and inclusive club night for people with disabilities and their carers. The events take place at 93 Feet East in the Truman Brewery on Brick Lane every other month and include live DJ sets, artwork and open mic nights. Established in 2005, the event caters to the unmet needs of disabled people looking for opportunities to go out and socialise at night. The club nights are planned, programmed and designed by people with learning disabilities.

X.

Sustainability

Businesses can reduce their environmental impact by reducing their energy use and choosing sustainable suppliers. Suppliers can provide local goods and services and reduce transport emissions through low carbon delivery modes. **The Bromley Business Hub** includes guidance for ways businesses can reduce their environmental impact here.

The Federation of Small Businesses has a Small Business Sustainability Hub with resources, tools and information to support small businesses to be more sustainable. You can download a free guide here.

ReLondon is a partnership between the Mayor of London and the London boroughs that supports businesses to develop circular economy principles and embed them into their business models. ReLondon provides a network and forum for circular economy businesses to meet and share ideas. The hub has created a guide with the Sustainable Restaurant Association to support food businesses to take practical steps to reduce waste and adopt circular economy principles.

X.

Sustainability

Brewing Green

The British Beer and Pub Association launched Brewing Green in 2019, committing the wider brewing industry to six sustainability goals and setting out an action plan for delivery. The goals push brewers and pubs to:

- Improve energy efficiency
- Reduce greenhouse gas emissions
- Improve wastewater recycling
- Reduce waste from packaging
- Redirect waste from landfill
- Embed best practices through supply chains

The campaign includes a toolkit and carbon calculator to support pubs and brewers to reduce their emissions and track their performance against benchmarks for the sector. Brewing Green collates useful resources and detailed case studies from organisations in the sector that have reduced their emissions.

Case Study – Sound Lounge



Image credit © A P Monblat

The Sound Lounge in Sutton is the UK's first Carbon Neutral certified grassroots music venue. The venue achieves carbon neutrality by procuring local and carbon neutral products and using renewable energy to power efficient sound and lighting equipment. The venue's menu is plant-based and seasonal with some of the fresh produce coming from a small allotment garden on site.

Appendix

i. Business networks and promotion

Your Bromley BID
Bromley Business Hub
Bromley council business support page
E-Bulletin Sign-up: Bromley Business Support
Start Up Bromley
South East London Chamber of Commerce
UK Hospitality
UK Hospitality Guides
FSB Knowledge Hub
BBPA – The Voice of Brewers and Pubs

ii. Planning

Bromley building control regulation approval
Bromley street trading licence information

iii. Food hygiene standards

Bromley food business registration
Bromley food safety
Bromley Safer Food Better Business
Government allergy food training
Government food standards agency
HSE catering and hospitality resources

iv. Licensing

Bromley Council – Statement of Licensing Policy

v. Outdoor dining

Bromley pavement licensing policy
Department for Transport: Inclusive Mobility Guide

vi. Management, safety and security

Metropolitan police service: Bromley town
Mayor of London: Women's Night Safety Charter
Mayor of London: Women's Night Safety Charter Toolkit
Safer Business Network: WAVE and Ask for Angela training
National Pub Watch: Dispersal Strategies

vii. Events and nesting uses

CGA Strategy: CGA and GigRealm reveal high demand for live music in pubs and bars
Music Venue Trust
Sofar Sounds

Appendix

viii. Good work standards

Living Wage Organisation
Mayor of London: Good Work Standards (GWS)
Good Work Bromley
The Liminal Space: Night Club

ix. Accessibility and inclusion

Club Soda
Attitude is Everything
Attitude is Everything: Live Events Access Charter
Mayor of London: Dementia Friendly Venues Centre
The Equality Act
Accessibility building adjustment 2015 guideance
AccessAble email
AccessAble website

x. Sustainability

ReLondon: Business
ReLondon: Events that don’t cost the earth
BBPA: Brewing Green, Net Zero Toolkit & Calculator

Publica

Didobi

Bromley
THE LONDON BOROUGH
www.bromley.gov.uk

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