

For general release

REPORT TO:	SCRUTINY AND OVERVIEW COMMITTEE 16 FEBRUARY 2016
AGENDA ITEM:	7
SUBJECT:	REVITALISING THE EVENING AND NIGHT TIME ECONOMY IN CROYDON
LEAD OFFICER:	Jo Negrini, Executive Director Place
CABINET MEMBERS:	Councillor Toni Letts, Cabinet Member for Economy and Jobs Councillor Mark Watson, Cabinet Member for Communities, Safety & Justice
PERSON LEADING AT SCRUTINY COMMITTEE MEETING:	Andy Opie, Director of Safety

ORIGIN OF ITEM:	This item is contained in the Committee's work programme
LINES OF ENQUIRY:	<p>Evening economies matter because they create the pedestrian footfall and additional spending which support the creation and maintenance of new jobs and because they make a real difference to the economic well-being and prosperity of places.</p> <p>Successful evening economies also create a stronger 'sense of place' and help drive improvements in the quality and 'localness' of what is on offer, whether cultural, food-related or recreational.</p> <p>In this review the Committee is likely to consider four key issues:</p> <ul style="list-style-type: none"> • Perceptions of crime and safety • Improving Croydon's evening 'product' • Promoting Croydon as an evening destination • How different "Places" can badge/sell themselves for the evening economy

1. EXECUTIVE SUMMARY

- 1.1 In common with towns and cities across the country the evening and night time economy in Croydon has changed through the years and continues to evolve. This is a result of various wider social and economic trends, overlaid with certain local factors. In Croydon's case, the development and regeneration of the metropolitan centre underway now will see significant changes to the evening and night time economy as more people come to live and work in the town centre, and as new premises and venues open.
- 1.2 To the extent that the borough's evening and night time economy needs to be revitalised, it is so that it might 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.
- 1.3 A number of schemes and projects underway or planned will help to improve the evening and night time economy in the town centre. These include the refurbishment of Fairfield Halls, the opening of Boxpark in summer 2016 and Westfield's arrival in Croydon in 2020. Alongside this there are a host of smaller, finer grain activities and locations that are collectively helping to create a new, less alcohol-driven and more family friendly evening and night time economy. These include the likes of the Matthew's Yard, the David Lean and Rooftop cinemas and the Ambition Festival.
- 1.4 Working with partners and other agencies the Council has gone to great lengths to create the right conditions for the evening and night time economy to thrive and to evolve. The Connected Croydon programme has created a much improved, much more welcoming street scene, reducing severance and promoting walking and cycling around the town centre and establishing a stronger sense of 'place'. Along with the BID the borough has also promoted Croydon as an evening and night time destination, and helped specific locations such as London Road and South End market themselves.
- 1.5 Equally, through partnership working the borough has taken great strides over recent years to make the evening and night time economy safe for all those involved in it, from clubbers to bar staff to taxi drivers. Reducing and eliminating the crime and antisocial behaviour generated by a small minority is essential if a broader range of people are to come to Croydon in the evening and at night to socialise.
- 1.6 There does however remain work to be done if Croydon's residents, workers and visitors – both those living here today and those who will arrive in the years ahead – are to enjoy an evening and night time economy with an appropriate range and quality of activities and offerings. It is for that reason that the council is opening up

the conversation about the evening and night time economy, seeking the views of all those who have a role or interest in it and who wish to see it prosper. The objective will be to establish as far as possible a shared vision and strategy across the public and private sectors to help create an evening and night time economy that is enticing, innovative, safe and accessible to everyone. This is not only the right thing to do, but necessary as Croydon competes against other locations in London and beyond to attract new residents, businesses and investment.

2. REVITALISING THE EVENING AND NIGHT TIME ECONOMY IN CROYDON

This report is structured around the following series of questions:

- A. What is the ‘evening economy’ and how does it relate to the ‘night time economy’?**
- B. Does the evening and night time economy of Croydon need revitalising?**
- C. How has Croydon’s evening and night time economy changed over time?**
- D. What do we know will happen to the evening and night time economy over the next five years?**
- E. What have other areas done to improve their evening and night time economy, and what are other locations doing?**
- F. What does Croydon do to promote its evening and night time economy, and what else could it do?**
- G. What is being done to support the evening and night time economy in Croydon’s district centres?**
- H. What does the council do, and what else does it intend to do with its partners, to create the right conditions for a healthy and sustainable evening and night time economy?**
- I. How safe is Croydon’s evening and night time economy, and what is being done to make it safer?**

A. What is the ‘evening economy’ and how does it relate to the ‘night time economy’?

- 2.1 The ‘evening economy’ and ‘night time’ are terms often used interchangeably to refer to the period of activity in cities and towns between 6pm and 6am. It is seen as distinct from the ‘daytime economy’ and the way in which cities and towns function by day.
- 2.2 It is however useful to draw a distinction between the two as both ‘evening’ and ‘night time’ economies are associated with different challenges and in turn requires different policy responses. For the purposes of this report and the deliberations of the scrutiny committee therefore the ‘evening economy’ will be considered the activity in the period from 6pm through to 10 or 11pm, with the ‘night time economy’ running 10/11pm through to the early hours of the morning.
- 2.3 Clearly there is an interrelationship between these two economies and neither can be considered in isolation, however as the report sets out this is a helpful distinction to make when considering the issues at hand. The evening economy, for example, can encompass not only the general ‘food and beverage’ offer but also cultural attractions, cinemas, general entertainment as well as late night shopping. The conversation around the evening economy is therefore more about the breadth and quality of the offer, and how it is promoted and sustained. Discussions around the night time economy do of course look at the ‘offer’, but here matters of personal safety and antisocial behaviour come much more into play.

B. Does the evening and night time economy of Croydon need revitalising?

- 2.4 The evening and night time economy in Croydon town centre has been the subject of much discussion over recent months, both positively and negatively. On the upside there are new venues and operators coming into the town centre offering a very different ‘product’ and appealing to a new audience. An example is Matthew’s Yard in Exchange Square which offers a range of different event nights as well as other features such as affordable workspace. There is also the increasingly successful ‘restaurant quarter’ in South End, which continues to draw in customers from across the borough and beyond.
- 2.5 Looking ahead, this summer will see the opening of Boxpark adjacent to East Croydon Station, which will offer a totally different drinking and dining experience for residents and visitors alike. Then in 2018 the newly-refurbished Fairfield Halls will open with a newly energised programme, this world class venue retaking its place at the heart of Croydon’s nascent ‘cultural quarter’.

2.6 Against these positives recent months and years have seen the closing of a number of town centre pubs, clubs and live music venues, and it is suggested that evening and night time footfall in the town centre is down on previous years. There are wider national economic and social trends that explain some of these issues, and one can see similar changes in many town centres across the country, however such closures fuel the idea that Croydon might be 'closed for business' whilst the very many developments in the town centre get underway in the coming years. Whilst clearly not the case, this emerging perception needs to be tackled head on if it is not to become self-fulfilling and thereby put off residents, visitors and investors alike from doing business in the town centre.

The regeneration context

2.7 Related to this perception challenge, it is also worth considering the evening and night time economy in the context of the once-in-a-generation change underway in the borough. Croydon is at the forefront of an urban revival, evolving into what we hope will become an exemplar modern European city. The transformation of the metropolitan centre from post-commercial hub to a vibrant, mixed use district accommodating 20,000 new residents is something unprecedented in its scale.

2.8 Given this, it is vital that the council works with its partners to consider the evening and night time economy and how it functions, not only for existing residents and businesses but also with a mind to how the evening and night time economy needs to contribute to Croydon's future success. The regeneration underway will bring in thousands of new workers, visitors and employers, not to mention create a massively increased local population in the town centre.

2.9 The evening and night time economy will evolve as part of this change as new businesses come in to meet demand, but the job can't be left entirely to market forces. An enticing, safe and broad evening and night time economy needs to be part of Croydon's offer now. The borough is in competition for investment with locations across London, the wider UK and Europe, all of whom are establishing a strong sense of 'place', using the arts, culture and wider evening and night time economy to become places people desire to be and to visit. The borough therefore needs to consider how its own evening and night time economy can build upon the strong civic pride and identity of Croydon to help create that sense of 'place' in the minds of those groups we are seeking to attract.

2.10 In summary, whilst there are many successes to celebrate and build upon, the borough does need to work with its partners to proactively develop and enhance the evening and night time economy to address both immediate short-

term challenges, as well as create the right conditions for Croydon's future success.

C. How has Croydon's evening and night time economy changed over time?

- 2.11 It is worth noting at this point that like all town and city centres Croydon has changed with the times, reflecting changing patterns of behaviour, consumer demand and legislation. The function of the town centre and nature of the offer therefore needs to be viewed in that light.
- 2.12 This is particular the case when it comes to a discussion of pubs and clubs, and the closures witnessed in recent times. Like many town centres Croydon saw a boom in pubs and clubs during the 1990s and early 2000s, driven by both changes to licensing and wider trends including the rise in dance music, the emergence of national pub chains and brands, a more sophisticated and better marketed drinks industry, as well as a general increase in prosperity and disposable incomes. When Croydon Council's Scrutiny committee reviewed the night time economy in 2003 they noted a 115% increase in the number of premises licensed for public entertainment between 1995 and 2003, with 43 establishments. 25,000 people were reported to visit the town centre on a Saturday evening, with three quarters said to return home at 2am or later.
- 2.13 In this context, the presence now of fewer licensed premises in the town centre could be argued as a return towards the historical norm after the spike of recent decades. And as mentioned, Croydon is not alone in terms of pub and club closures. 10,000 pubs have closed permanently over the past decade (Ibisworld, Sept 2015) for various well catalogued reasons: declining alcohol consumption; competition from low supermarket prices; the economic downturn; the smoking ban; rising costs for pub operators; disposal of assets by debt-laden pub companies. Similarly with clubs, nearly half are reported to have closed over the past decade. According to the Association of Licensed Multiple Retailers (ALMR), which represents venues, in 2005 there were 3,144 clubs and by mid-2015 this had fallen to 1,733 (as reported by BBC, 10/8/15).
- 2.14 None of this however should be cause for complacency. Whilst there has been a 'shaking out' of the pub and club market new models of pub and club are emerging and the industry is showing signs of recovery and growth. Food-oriented pubs and gastropubs, with a much strong family focus, have proliferated in recent years, whilst the craft beer / real ale market has seen the number of smaller independent pubs and bars increase also. Whilst Croydon has seen examples of these trends in the town centre the challenge is to create the right conditions for more of these new sorts of new establishments to open and flourish.

2.15 It is also crucial to remember that whilst pubs and clubs are a large part of the evening and night time economy, and the ones that generate the greatest demands in terms of safety, street cleansing and so on, the evening and night time economy is much broader. A thriving pub and club scene does not guarantee a successful evening and night time economy, and by the same token neither does a contracting pub and scene prohibit other elements of the evening and night time economy coming forward.

D. What do we know will happen to the evening and night time economy over the next five years?

2.16 As set out above the years ahead will see unprecedented change in terms of the development of Croydon metropolitan centre. Whilst this will naturally have a profound effect on the evening and night time economy there are a number of schemes and projects that will have a direct role in terms of contributing to the local offer.

Boxpark Croydon (opening summer 2016)

2.17 Located adjacent to East Croydon Station, Boxpark Croydon builds on the successful Boxpark venture in Shoreditch and uses shipping containers to create temporary trading and dining units. The Croydon site will focus entirely on food and beverage, with approximately 30-40 operators offering a range of cuisines as well as bars, live music and an events space with a capacity of approximately 2,000 people.

2.18 Boxpark have chosen to focus on food and beverage as they identified a gap in the local market, in terms of local residents and workers and particularly people coming to and from the station. Whilst a strong restaurant offer does exist in South End the current trend towards more casual dining and street food is intended to appeal to workers and commuters, and will generate its own market by drawing customers in from across the borough and beyond.

Whitgift redevelopment (opening 2020)

2.19 The Westfield / Hammerson redevelopment of the Whitgift Centre is well chronicled in terms of the role it will have in reinforcing Croydon as the retail centre of south London, but it will also have a considerable leisure, food and beverage offer as do Westfield's other locations at White City and Stratford. Whilst the precise offer will only become apparent nearer the time of opening it is already known that there will be a multiscreen cinema. The restaurants, cafes and bars that do locate in the new scheme are likely to be large national chains, complimenting the existing independent offer in South End and elsewhere in the town centre. There is also likely to be an extensive events programme encompassing live music and performance, as seen at White City and Stratford.

2.20 As well as their direct offer the Whitgift redevelopment should also support the wider town centre evening and night time economy by 'lengthening the day'; that is keeping residents and workers in the town centre for longer as they choose to shop and browse, or dine out. Clearly the focus will be on attracting people to remain in the venues within the centre, but given that the scheme will be integrated into the urban fabric of the town centre and existing street pattern it is to be hoped that the greater footfall will prove a spur to demand and increased trade over a wider area.

Fairfield Halls (opening 2018)

2.21 The £30m refurbishment of the Fairfield Halls and development of College Green is one of the council's most important projects and is an essential part of the council's vision for Croydon's future, in terms of not only the evening and night time economy but in helping to shape perceptions of the borough as a place supportive of arts and culture. Fairfield Halls form part of a wider plan to create a 'cultural and educational quarter' including new homes, a new fit for purpose Croydon College building, gallery space, improved public realm, and the new plans include a high quality food and beverage offer at the Halls, with new active frontage from the Halls onto College Green.

2.22 With over 190,000 visitors annually and an economic impact of at least £2.0m per annum (BOP Consulting, August 2013), the enhanced Fairfield Halls will have a major role in not only encouraging visitors to the town centre, but also keeping them in the town. The improved technical staging facilities that will come with refurbishment, alongside the enhanced visitor facilities, will improve the visitor experience and help to draw in a greater number and range of artists and performers and in turn increased attendances.

Festivals

2.23 The four-day Ambition Festival 2015 illustrated the appeal of a town centre arts festival in Croydon, as well as the breadth of cultural performers working and performing in the borough. In addition to attracting visitors and residents, the festival is also intended to help shape perceptions of Croydon as an exciting, dynamic location that is embracing the arts and culture, which in turn it is hoped will encourage the wider evening and night time economy. The council intends to deliver Ambition again in 2016 and will be announcing further details imminently.

2.24 Beyond Ambition, the past 12 months have seen two new arrivals to the festival calendar in the form of the Croydon Craft Beer Festival and the Chinese New Year parade led by the Friends of the Phoenix. Whilst not part of the evening

and night time economy, Croydon was also successful in attracting the Pearl Izumi Tour Series in 2015, with the cycle race set to return again this year.

Increased resident population in the town centre

- 2.25 Significant residential development is already well underway in Croydon metropolitan centre, with a number of schemes on site and some, such as the first phase of Saffron Square, already occupied. The next couple of years will also see a large number of office-to-residential conversions completed and occupied, creating approximately 2,000 new dwellings. By 2031 the wider Croydon 'Opportunity Area', which encompasses the metropolitan centre, is set to see over 8,000 new homes delivered.
- 2.26 All of this development will lead to a major increase in the resident town centre population, bringing with it increased demand and spending power for the local evening and night time economy. This is considered particularly likely given the anticipated make up of that new residential population. A large proportion of new homes will be one and two-bedroom properties, and one would anticipate a large number of new residents being single or cohabiting couples without children. A recent survey of new residents in Saffron Square undertaken by Berkeley in conjunction with the LSE backed this assumption up. It showed that approximately 90% of households fell into these two groups (single/couples without children), with roughly 60% of respondents falling into the 16-34 age range.
- 2.27 Similarly the daytime population of Croydon will also be boosted as additional new commercial floorspace is created in the town centre. The Ruskin Square scheme alone will see 2 million square feet of new office space created over the next 5-10 years, equating to a number of thousands of extra employees in Croydon each day. This could generate further demand for the evening economy as workers opt to stay and shop and dine out in the town centre.
- 2.28 One challenge the increased population in the town centre will present is the blending in of new residential accommodation alongside the current and future evening and night time economies. Pubs, clubs, live venues, bars and restaurants all generate noise, increased pedestrian and vehicle traffic, and servicing requirements. This requires careful consideration through the planning and building control process to ensure that such conflicts do not occur, or are mitigated through quality design and management. This could include simple requirements around soundproofing, or for example not creating public realm around the entrances of residential buildings that could encourage loitering and street drinking. Similarly, through highways measures the council can to some extent restrict the hours for deliveries so as to reduce noise impacts for adjacent dwellings.

E. What have other areas done to improve their evening and night time economy, and what are other locations doing?

- 2.29 Clearly many areas of London have through the decade seen considerable changes to their evening and night time economies. The drivers for this vary greatly, but is often driven by population growth and changing demographics, with younger people with greater disposable income moving into new areas. Within south London Peckham and Brixton are two exemplars, whilst more locally the evening economy in Crystal Palace has improved greatly in recent years as demand for eating out and drinking has increased and the market has responded.
- 2.30 The role of the local authorities in these areas varies, but it is generally one of facilitation and improving the local environment, enhancing the public realm and working with partners to address safety and antisocial behaviour issues. Croydon is working to similar ends, with public realm interventions being an area of particular focus in the past two years via the £50m Connected Croydon programme. This has seen a number of projects delivered in the town centre to improve the streetscene, including new paving, street furniture and lighting. This helps improve the 'look and feel' of the town centre, and is intended to make walking and cycling easier around the town centre. This is particularly important in terms of linking up the key evening and night time economy locations. For example, if the benefits and footfall of Fairfield Halls and the Whitgift redevelopment are to be enjoyed widely across the town centre it is important that pedestrians can get to and from these points and others (including transport hubs) with minimal inconvenience.
- 2.31 In terms of areas undergoing similar levels of development and regeneration as Croydon, comparisons are difficult. The likes of Kings Cross, Nine Elms, and Greenwich Peninsular, whilst areas witnessing similar changes in terms of increased growth to Croydon, are quite different in terms of land ownership and how they are run and managed. These are all locations attempting to create an identity and brand from an often zero or low base, and therefore have invested heavily in supporting their evening and night time economies to help generate value and interest from house buyers and commercial occupiers. By cross-subsiding from commercial income and sales the private developers and investors who own much of the land at these locations are able to deliver often quite extensive programmes, including outdoor events, art installations, subsidised space for food and beverage operators, and various forms of performance.

F. What does Croydon do to promote its evening and night time economy, and what else could it do?

- 2.32 Croydon BID operates the Checkout Croydon loyalty card scheme, which aims to promote loyalty and attract new business to the town centre. The scheme currently has approximately 10 licensed venues utilising the scheme, which is promoted to the 9,000+ activated card users on a weekly basis. Regular campaigns are distributed promoting the food and entertainment offers for the town centre.
- 2.33 *Checkoutcroydon.com* is the new website recently launched by Croydon BID with full listings of what is going on and where to go. Businesses are provided with the opportunity to upload events and offers to the website free of charge. All businesses are provided with a listing free of charge.
- 2.34 As part of the 2014 'Best Bar None' scheme, Croydon BID gained the support of the *Croydon Advertiser* which in turn ran an online customer survey with regards to favoured premises within the town centre under a number of headings. This attracted over 11,000 votes in total.
- 2.35 Croydon BID utilises its social media feeds to promote the evening offer within the town centre (5000 in total across BID / Check out Croydon feeds).

G. What is being done to support the evening and night time economy in Croydon's district centres?

- 2.36 As '*The Croydon Promise: Growth for All*' recognised, "Croydon's district and local centres each have their own distinctive qualities – with their independent shops, specialist markets, green spaces and community facilities they make Croydon a diverse and interesting place. Each district centre needs to be nurtured and developed in its own way."
- 2.37 This distinctiveness is equally true in terms of the evening and night time economy within the district and local centres. For example, Norbury has over 20 restaurants, most of which are independent, as well as two pubs, two shisha lounges and a night club. Coulsdon has fewer restaurants but a private members club that hosts some evening entertainment and also a large regional snooker and pool venue that hosts event nights such as music/discos. South Norwood meanwhile has two significant centres of activity in the form of the Stanley Halls and Crystal Palace Football Club, as well being the home of the Croydon Youth Theatre Organisation.
- 2.38 Whilst there are differences between each centre, all locations have been faced with challenges similar to the metropolitan centre in terms of the closure of pubs and changing patterns of demand and behaviour.

2.39 In response the council has been working to improve the environment of the district centres generally, making them places better equipped to attract investment and new business activity. This work is undertaken by a dedicated District Centres and Regeneration team and ranges from significant public realm and street art interventions in South Norwood and Thornton Heath, through to tackling fly-tipping and littering as part of the broader *'Don't Mess with Croydon'* campaign. Council officers are also working with local groups to help them secure external funding (e.g. 'Love Norbury') and deliver events (e.g. the street market in South Norwood).

H. What does the council do, and what else does it intend to do with its partners, in order to create the right conditions for a healthy and sustainable evening and night time economy?

2.40 As the previous section of this report make clear, whilst challenges exist there are many reasons to be positive about the short and long term prospects for the evening and night time economy in Croydon, within both the metropolitan and district centres. However, if this promise is to be realised and sustained it will require the council and its partners to not only continue with their well-established joint-working, but to develop that even further. Financial pressure on the council, the Police and other public agencies driven by central government cuts mean that co-operation is vital to ensure resources are used most efficiently.

2.41 Similarly, the council and public sector bodies must be mindful that the evening and night time economy is for the most part driven by the private sector. That means working with operators, landlords, investors and local entrepreneurs to facilitate improvements to the evening and night time economy, and steering the make-up of the local offer where it can. This could mean the council using its influence with developers, or using the planning and licensing systems to promote smaller, independent operators into the borough.

2.42 With so many parties involved in delivering, regulating and supporting the evening and night time economy it is a complex task to plot a way forward over the years ahead, all the more so when one considers the level of change Croydon is experiencing, both in terms of physical development and a growing, ever more diverse population.

2.43 It is for that reason that the council will over the coming months be opening up this conversation about the future of the borough's evening and night time economy. This paper has identified certain recent trends, such as the falling popularity of alcohol-driven, 'vertical drinking' type establishments, and the early moves towards a more family-oriented offer. This paper has also set out what the council believes will be the impact from the new schemes due in the

years ahead, including the Whitgift redevelopment, Boxpark and Fairfield Halls. These observations and analysis do however need to be tested with partners so that everyone with a stake in the night time and evening economy – including residents – can put forward their own vision for what they wish to see happen in the years ahead.

- 2.44 The council intends to frame the discussion about the evening and night time economy around five main elements:

Inward Investment

How is this used to improve the evening and night time economy, and also how do we shape the offer to help encourage people to invest in the area as somewhere they wish to put their money or locate their workforce.

Environment

How do we create an environment – in the widest sense of the term – that supports Croydon's evening and night time economy? This means the built environment, public realm and streetscene, as well as the cleanliness of the roads and pavements.

Regulation and safety

Through planning and licensing powers the council has a significant role in helping to shape the evening and night time economy in the borough. What can these services do to help promote the sort of evening and night time economy desired by the council and its partners? And how do the council and Police, along with other agencies, ensure the evening and night time economy of Croydon remains safe as the town and district centres get increasingly busy in the years ahead?

Economy and Offer

There is a new, emerging offer as described above, and the council has a view on how that might develop in the years ahead. Is this the same 'offer' parties wish to see and wish to help develop? And how can the obvious and well-documented economic impact of the evening and night time economy be maximised for the benefit of existing local businesses and local residents, particular in terms of jobs and training.

Marketing and promotion

Certain locations in London have taken a laissez faire approach, letting the market drive the change and the strength of the offer draw people in. Other areas have pushed their identity and 'brand' much more strongly. How should Croydon and partners such as the BID pitch their marketing and promotion of the evening and night time economy to maximum effect?

2.45 The discussions and contributions of this Scrutiny committee will be the first opportunity to test some of these questions before officers undertake wider and more detailed consultation with partners, businesses and residents in the months ahead. The outcome of that work will be a vision and strategy into which all have contributed and in which all have a stake, which will enable everyone working in Croydon's evening and night time economy to work towards creating the healthy and sustainable evening and night time economy that the borough needs.

I. How safe is Croydon's evening and night time economy, and what is being done to make it safer?

Perceptions of crime and safety

2.46 The Safer Croydon Partnership (SCP) acts as the statutory Community Safety Partnership for Croydon, as stipulated by the Crime and Disorder Act 1998. The SCP is responsible for coordinating the development and implementation of Croydon's Community Safety Strategy. The partnership comprises police, council, fire probation and health agencies as well as businesses, community and voluntary sector organisations.

2.47 The current 2014-2017 Community Safety Strategy sets out 4 strategic priorities:

- Reduce the overall crime rate in Croydon; focus on violent crime and domestic violence
- Improve the safety of children and young people
- Tackle anti-social behavior and environmental crime
- Improve public confidence and community engagement.

2.48 Improving community confidence and community engagement, and developing communication strategies that improve positive perceptions of the borough, are key strategic priorities for the Safer Croydon Partnership (SCP).

2.49 The SCP launched the Taking Pride in Croydon Communications Plan early 2015 (see Appendix 1). The Plan sets out the strategy objectives, the key messages, and identifies the key audiences as well as an annual activity schedule.

2.50 This work is part of a long-term strategy, with an annual tactical plan to deliver these goals, as Croydon's redevelopment and efforts to improve the local environment change the focus of the public's concern.

2.51 It is the role of the SCP and all partners, businesses and operators in the town centre to work in partnership to increase pride in Croydon and encourage the

public to champion the place they live and work, and challenge negative perceptions.

2.52 The SCP Fear of Crime survey (which ran from 1st September 1 to 23rd December, 2015) aimed to provide a baseline for the partnership to measure public perception over the next three years.

2.53 The survey was about the whole of Croydon, not just the town centre, or the evening economy. We are not able to confirm if perceptions in the town centre are influenced by the evening economy or daytime concerns, but 75% of the respondents live in Croydon. The top reasons for coming into Croydon Town centre was 'to shop', followed by 'work', and then 'to socialise'.

2.54 The findings to the question 'How safe do you feel in Croydon?' are set out below:

Answered question	727
Skipped question	5
Don't know	4
Very safe	48
Fairly safe	319
Neither safe nor unsafe	154
Fairly unsafe	156
Very unsafe	46

- Almost 3 times as many people (40%) feel unsafe in London Road/West Croydon compared to Croydon town centre.
- The top 3 concerns were Street Robbery (301) Fly-tipping (246) and Drugs (212) - this despite the fact that burglary and robbery rates continue to fall.

2.55 The most recent Fear of Crime survey was launched Tuesday 15 December 2015 and runs till Sunday 6th March 2016. The findings will help us track trends and plan further activity for the coming year.

2.56 In early 2015 the Metropolitan Police Public Attitude Survey (PAS) showed people's confidence in policing in Croydon was very low. Researchers select random people to survey each quarter. However in August 2015 the same survey saw Croydon borough had the largest improvement of all the London Boroughs achieving a 5 percentage point increase between Q4 2014-15 and Q1 2015-16 (rolling 12 months data).

2.57 These two examples illustrate that attitudes can change and are changing but it is difficult to clearly identify what works as the fear of crime and other perceptions are based on an individual's feelings at the time they complete the survey. We do know that negative media stories can influence perception, hence the launch of the SCP Communications Plan.

2.58 Set out below are examples of routine activity that helps to support Croydon's evening economy and promote a safe environment:

- The town centre is covered by CCTV and nearly 300 shops, pubs and clubs have Safer Croydon Radios. The business community can contact the CCTV hub requesting observation of live incidents and share information about suspicious or criminal activity. The CCTV staff risk assess each incident and request additional help as appropriate.
- Croydon BID funds 6 additional Town Centre Police Officers.
- Strong partnership between Council, Croydon BID, Police and licensed premises.
- The 'Best Bar None' scheme promotes and recognises good standards of management across the licensed trade and thus the town centre as a whole. Of those premises which entered in 2013 and 2014 100% successfully met the criteria and as such were awarded accreditations. Six Croydon venues engaged in a local breathalyser pilot to reduce the number of clients gaining entry whilst intoxicated
- Safer Streets Forum – a multi-agency group sharing intelligence about known street drinkers. The group co-ordinates appropriate support to those willing to engage with support services and for those that refuse and persistently display anti-social behaviour then enforcement action is taken against them.
- Venues (night clubs but not pubs) with ID scanners have the capability to ban and share information in real time and do so regularly. Steps have recently been taken to try and develop an agreed protocol for the use of ID scanners with all appropriate venues (venues hold individual contracts with Scan Net, a national company servicing this industry). Croydon is also one of 4 boroughs that took part in testing a compulsory sobriety scheme which targets people convicted of alcohol related offences. Used as part of sentencing participants have to wear an ankle tag which monitors their alcohol intake to enforce complete sobriety for up to 4 months. Compliance rates during the pilot have remained steady at approximately 92%, with the scheme being prepared for national rollout.

2.59 Croydon BID also promotes Croydon's evening economy. Croydon BID, regularly pay for a four page wrap via The Croydon Guardian (circulation of 59,000 copies). The latest edition was published November 2015 with the back page focusing on the night time economy and projects in place to support a safe night out such as the street pastors which are funded by Croydon BID.

2.60 The 'WISE UP!' campaign was run Christmas 2014 – this focused on 5 messages with regards to how to safeguard your night out including messages about travel and drinking too much.

- 2.61 Working with all venues the BID, with the support of the SCP, will be running a bespoke campaign whereby those involved in drug and violent offences are warned about being banned from all venues. This is due to run during February and all venues have signed up to support this.
- 2.62 Croydon BID provides funding to the British Transport Police (BTP) for additional patrols on the Tram network within the town centre on key dates throughout the year.
- 2.63 Croydon BID runs PubWatch and manages its Banning Scheme. Over the last 5 months 186 warning letters have been sent to individuals about their behaviour and 23 bans have been issued. Procedures have recently been put in place to ensure that information on persons arrested or dispersed from the town centre is shared with venues so they are made aware of potential trouble makers.
- 2.64 Croydon BID has recently facilitated a regular meeting between late night venues and the police licensing team to look at ongoing crime and safety issues / trends. The format for this meeting allows all parties to review events of the weekend and share best practice.
- 2.65 Croydon BID has delivered a variety of training sessions for businesses to support their operations, most recently working with licensing on promoting training regarding the responsible retailing of alcohol. Training such as conflict management and personal safety has also been delivered to better prepare staff for dealing with these situations thus providing better service to customers.
- 2.66 The Street Pastors are part funded by Croydon BID and have been for the last few years. The Pastors are on hand to provide support and comfort to those in distress for a variety of reasons. Funding has been used to purchase essential materials and also to support the recruitment of additional team members.
- 2.67 The BID also funds the Croydon Business Crime Reduction Partnership, which operates the banning scheme for town centre licensed venues. The banning scheme acts to exclude those intent on committing offences within premises, thus providing a better and safer environment for visitors.

Improving Croydon's evening 'product'

- 2.68 A key issue particularly for young girls and women is safer travel at night. In recent years legislation has successfully reduced the number of illegal operators along with the requirement to clearly display licences, so enabling customers to easily identify legal cabs (diamond shaped window stickers). In addition many people now use smart phone Apps to book taxis/cabs which again provides reassurance to the customer by texting the drivers name and

vehicle registration number prior to getting into the vehicle. Many licensed premises instruct Door Staff not to let lone females leave the premises.

- 2.69 Previously a scheme was operating successfully, located directly outside the Central Library entrance in Katherine Street. Two Taxi Marshalls were on duty from 10 pm till 3am Friday and Saturday evenings, with the location covered by CCTV cameras. The Taxi Marshalls each had a Safer Croydon Radio, and there was a public toilet nearby in Queen's Gardens. Transport for London funded the scheme initially; however this funding is no longer available and the Council is currently exploring ways to create a safe place to wait for pre-booked taxis.

Public Space Protection Order

- 2.70 The Anti-Social Behaviour, Crime and Policing Act 2014 created the Public Space Protection Order (PSPO) to replace the following powers:

- Designated Public Place Orders (Drinking Bans)
- Dog Control Orders
- Gating Orders

- 2.71 The act also changed the previous dispersal powers so that it can only now be used as an emergency power by the police and be in place for a maximum of 48 hours. Croydon used to have a dispersal zone consistently in the town centre which helped the police to manage ASB during the day as well as issues caused in the evening economy. The emergency power is being used very frequently so a more permanent solution is required. In addition, there is a current drinking ban in the town centre which has operated successfully for many years. The Police and Council have experienced street drinking in the vicinity of the town centre but outside of the current zone though so it is necessary to review the current map. The Council is therefore considering introducing a PSPO that would cover street drinking and other anti-social behaviour.

- 2.72 Two of the key differences to the old legislation are that enforcement can be managed by the police and council (previously it was just the police), and that breaches can be managed through the issuing of fixed penalty notices, which were not previously available.

3.0 Legal

- 3.1 There are no legal implications arising from this report. As the council's evening and night time economy strategy is developed any legal considerations will be considered.

4.0 Financial

- 4.1 The evening and night time economy is significant financially both in terms of the demands it places on certain council services – e.g. street cleansing, regulatory and safety services – as well as the jobs and economic impact it generates for the borough. As the council develops its evening and night time economy strategy it will be necessary to consider both elements in the round. Clearly, the budgetary pressures faced by the council are significant and all services need to be considered in this context, but this will need to be looked at alongside the known positive impact the evening and night time economy can have in terms of generating revenue and employment, as well as its wider social and regenerative value in terms of helping to encourage inward investment.

5.0 Equalities

- 5.1 A successful evening and night time economy must of necessity be inclusive if it is to appeal to and draw in residents and visitors of all backgrounds. The precise equalities challenge, and the council's role in actively promoting equalities, varies depending which element of the evening and night time economy one is discussing. For example, where the council is delivering a service in the evening and night time economy it will undertake a full Equalities Impact Assessment as part of its service provision. In the context of say
- 5.2 Equalities considerations around the evening and night time economy will be considered more fully as part of the forthcoming strategy being prepared by officers. This will consider equalities in its broadest sense, in terms of delivering an evening and night time economy does not discriminate and also actively encourages participation by all groups.

Appendices

Appendix 1: Fear of Crime Survey results 2015/16

CONTACT OFFICER: Andy Opie, Director of Safety – andy.opie@croydon.gov.uk