

# The Importance of the Night

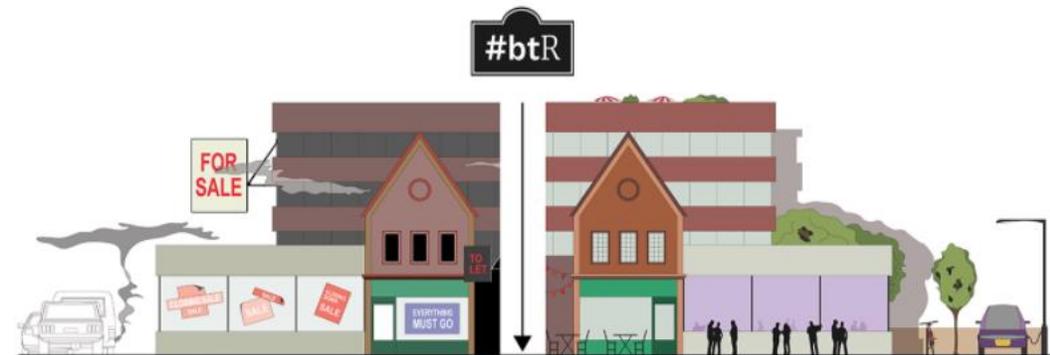
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## Matthew Hopkinson

March 2024

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# The growing recognition of the night (6pm-6am)

## LONDON NIGHT TIME FACTS

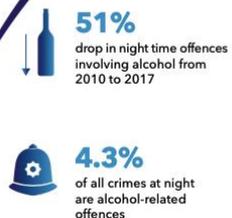
### TRAVEL



The biggest growth in public transport use is from **10pm to 7am**

**50%** of night bus journeys are for work

### CRIME



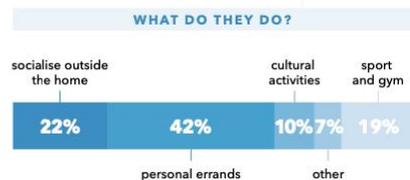
### OUTSIDE OF WORK



### NIGHT TIME WORKERS



**2/3** of babies are born at night. The most common time is 4am



6pm

6am



## Manchester Nighttime Economy Strategy (2022)

### Greater Manchester Night Time Economy Strategy

This report outlines the nighttime economy strategy to be supported by the Greater Manchester Combined Authority Culture and Night Time Economy team.

The strategy outlines the proposed focus of the Night Time Economy Adviser, and Night Time Economy Panel's work for the next three years, across seven priorities: safety; diversity; workers; transport; national and international partnerships and campaigns; regeneration; and business and sector support.

Andy Burnham, Mayor of Greater Manchester

Alison McKenzie-Folan, Portfolio Lead Chief Executive for Culture

Sacha Lord, Greater Manchester Night Time Economy Adviser

# Why is the night important for cities and towns?



**102,071**

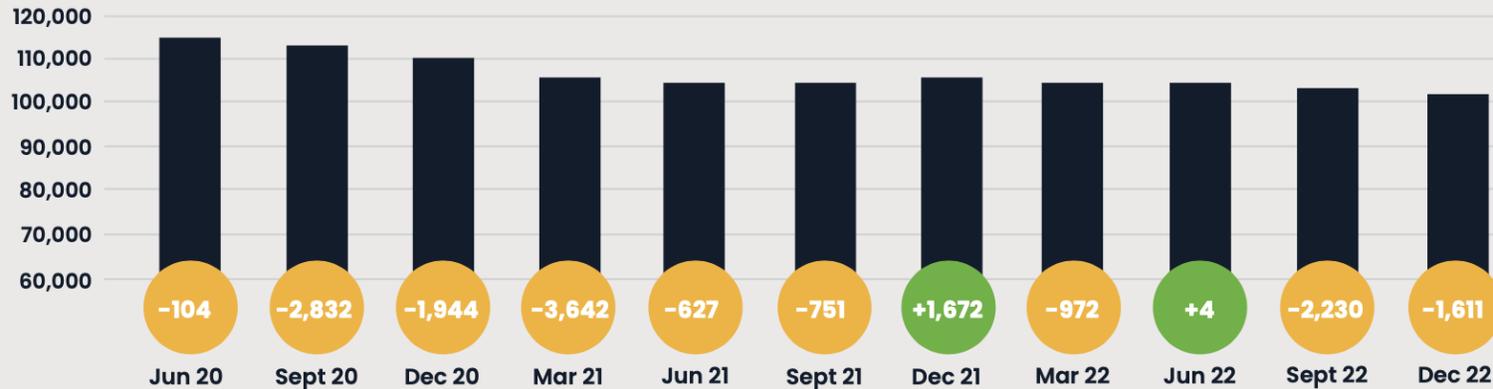
Total licensed premises in Britain at December 2022



**-1,611**

Net change in total outlets between September and December 2022

Britain's total licensed premises, March 2020 to December 2022



Britain's total licensed premises, March 2020 to December 2022 (Incl. change in number of premises vs previous quarter)

Source CGA & Alix Partners

# Developing a night economy



*“Liverpool’s night time offer is legendary and a key draw for visitors from all over the world. Ensuring conference delegates and leisure visitors can wander around the city at night in a safe and welcoming environment is vitally important. We estimate that approx £216m per annum is spent by visitors in the night time economy including restaurants, bars and evening entertainment.’*

Pam Wilsher, Liverpool City Region LEP

Vision

Strategy

Plan



WHAT

WHY

HOW

BY WHEN

SUPPORT  
REQD

MEASURE  
OF SUCCESS

# Understanding Decision-making

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“You can have data without information, but you cannot have information without data.”

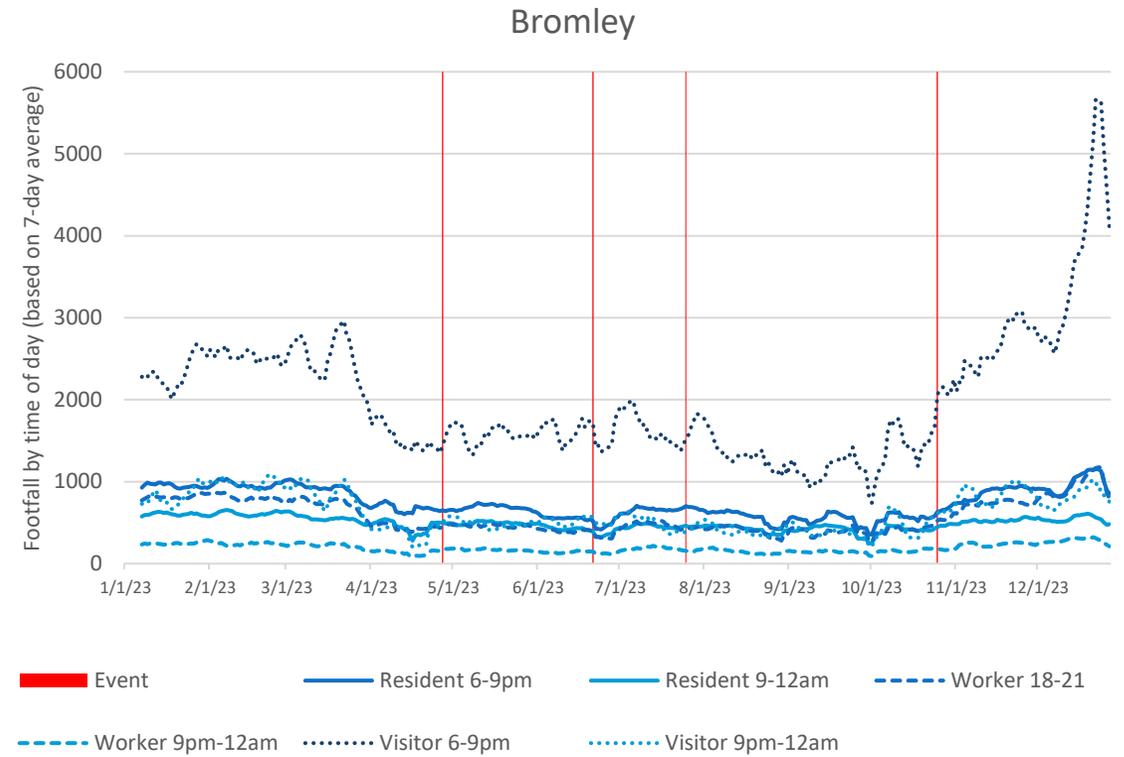
**Daniel Keys Moran**

# How and what to measure?

- Qualitative



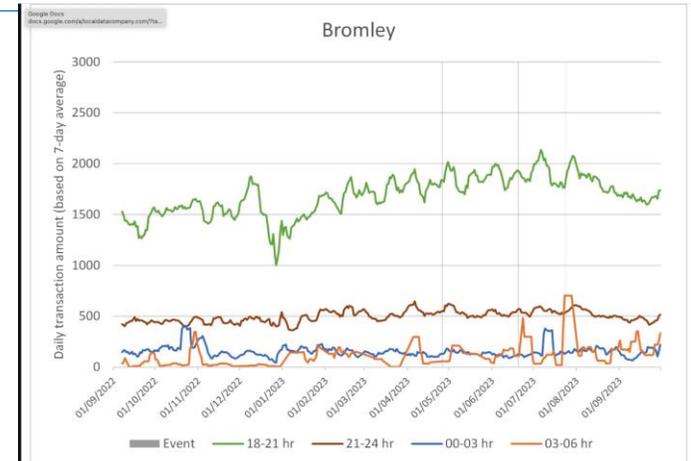
- Quantitative



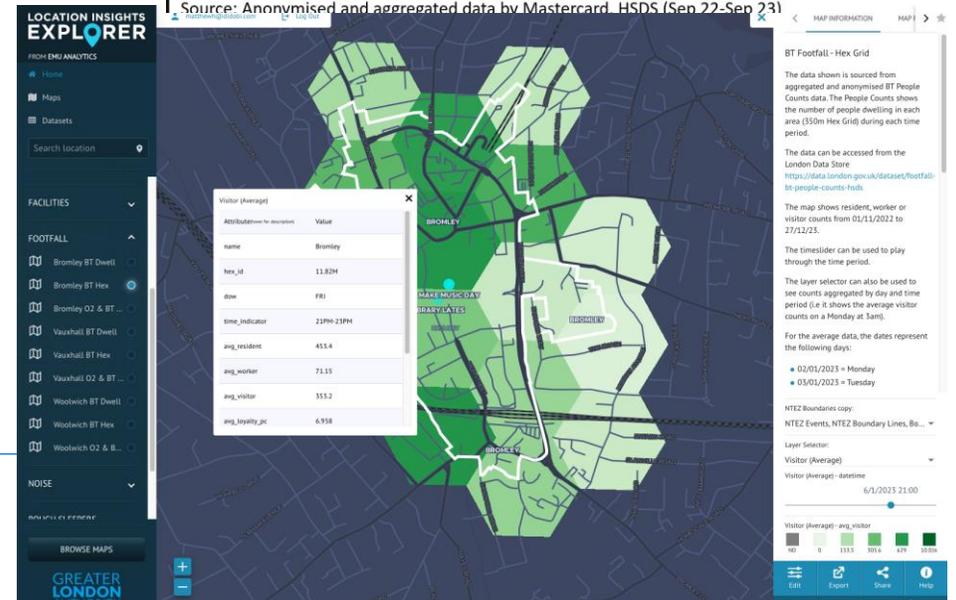
# London's Night-Time Enterprise Zones



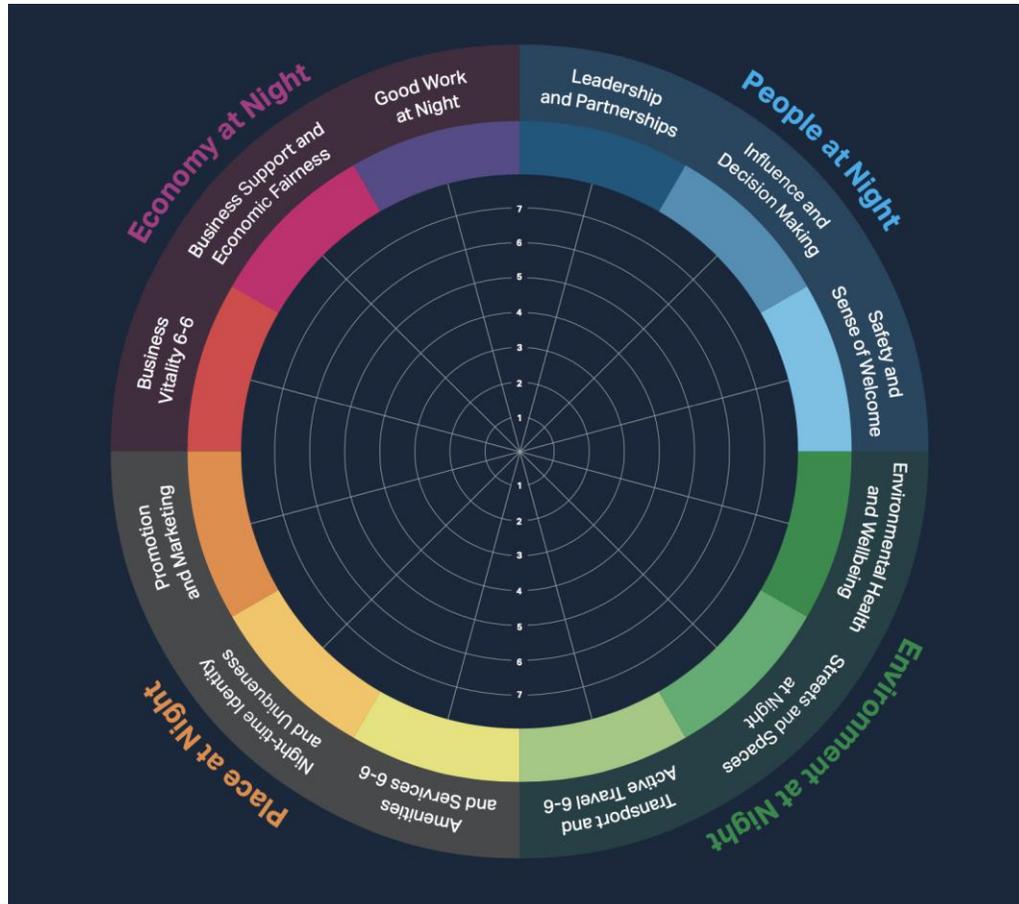
Home > Programmes and Strategies > Arts and Culture > 24 Hour London > Night Time Enterprise Zones



Source: Anonymised and aggregated data by Mastercard. HSDS (Sep 22-Sep 23)

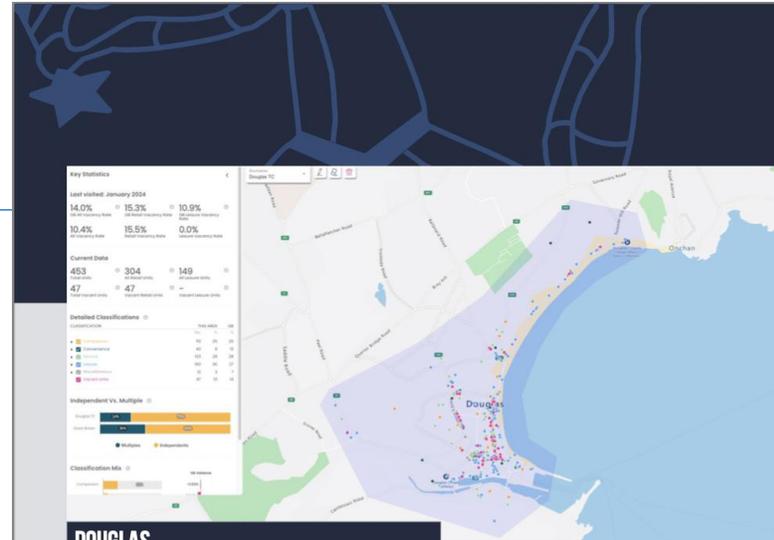
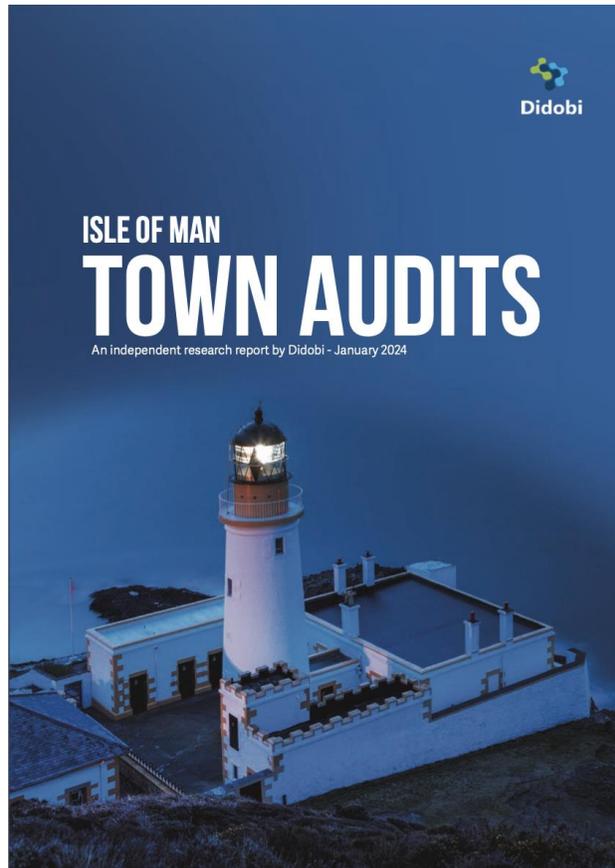


# The Night Index (in development)



- **ECONOMY:** Business Vitality, Business Support & Economic Fairness, Good Work
- **PEOPLE:** Leadership and Partnerships, Influence & Decision Making, Safety & Sense of Welcome
- **ENVIRONMENT:** Environmental Health & Wellbeing, Streets & Spaces, Transport and Active Travel
- **PLACE:** Attractions & Services, Identity & Uniqueness, Promotion & Marketing

# Isle of Man



DOUGLAS	
Retail and Leisure Units	453
Retail Units	304
Leisure Units	149
Vacant Retail and Leisure Units	47
Vacant Retail Units	47
Vacant Leisure Units	0
Retail and Leisure Vacancy Rate	10.4%
Retail Vacancy Rate	15.5%
Leisure Vacancy Rate	0%
Comparison Goods Retail Units	110
Convenience Retail Units	40
Service Retail Units	123
Leisure Units	160
Population	26,677
Population to Retail and Leisure Units ratio	59

Figure 3 (Top). Douglas overview on Local Data Online (Source Local Data Company)

Figure 4. Douglas retail and leisure units overview (Source Local Data Company)

## UNDERSTANDING MANX PLACES

Douglas is a large town. It is the main port and as the administrative centre for the Isle of Man. It has a higher working age population than towns in other clusters. Also, a higher proportion work full time. Socio-economically the population is mixed with some deprivation and mixed educational attainment. A higher proportion live in private rented property and there is a higher proportion of single person households than in other clusters.

Douglas is an independent town. A similar Scottish town is Elgin - <https://www.usp.scot/Town?mainTownName=Elgin> and on the Isle of Man is Ramsey.



Figure 5. USP Interrelationships classification for Douglas

### Existing Offer and Amenities Retail

The core retail offer is on Strand Street, including Castle Street to the north and Duke Street to the south (linking to North Quay).

A range of UK national / multiple retailer operators exist alongside independent Isle of Man originated businesses with a varied local F&B offer all currently anchored by Marks & Spencer (M&S), Next, Flannels and TK Maxx.

The recent Local Economy and High Street Survey<sup>2</sup> shows an average score of 3.18 out of 5 for a range of indicators from opening hours, appearance, accessibility, atmosphere, and variety of offer. Variety scored the highest at 3.58. This score does reflect the wide variety that is on offer, which is not necessarily obvious from first impressions. This is reflected in the further data from the survey that contradicts the data summary with 64% of responses considering that the overall variety of offer is poor. Spending time on Castle Street and Strand Street brings home the range of the retail offer. Extracts from the survey are reproduced below.

Our review found the appearance of the main shopping street does need improvement despite the recent public realm improvements. There are a number of buildings that need maintenance to their external facades to reduce the current drab appearance that impacts on the attractiveness of the street. This is in contrast to buildings such as Tower House, which although inviting from the outside, has little to offer inside.

<sup>2</sup> <https://www.lomdenterprise.im/business-test/news-events/isle-of-man-local-economy-and-high-street-survey-2023/>

The 'Gateways' to the main retail area are poor in appearance at both the north and south entrances. The northern entrance to Castle Street is unappealing and the buildings in the vicinity do need improvements to their facades and shop fronts. To the south, the Henry Bloom Noble Public Library building is not only uninviting itself but presents a poor image to the shopping street entrance at Duke Street.

### How would you rate the following aspects of Douglas's retail areas out of 5?



Figure 6. Local Economy and High Street survey 2023 (Source IoM Enterprise)

### How would you rate the following aspects of Douglas's retail areas?

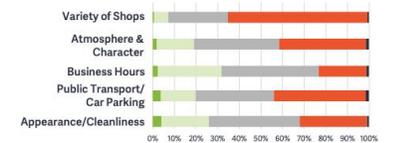
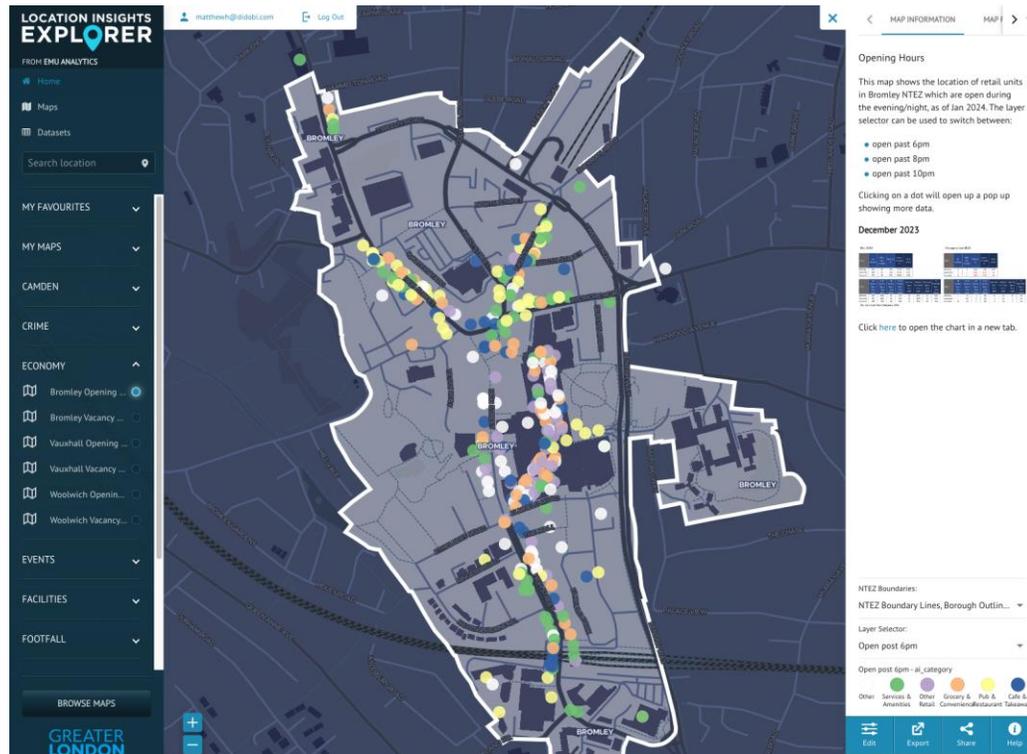


Figure 7. Local Economy and High Street survey 2023 (Source IoM Enterprise)

# Bromley

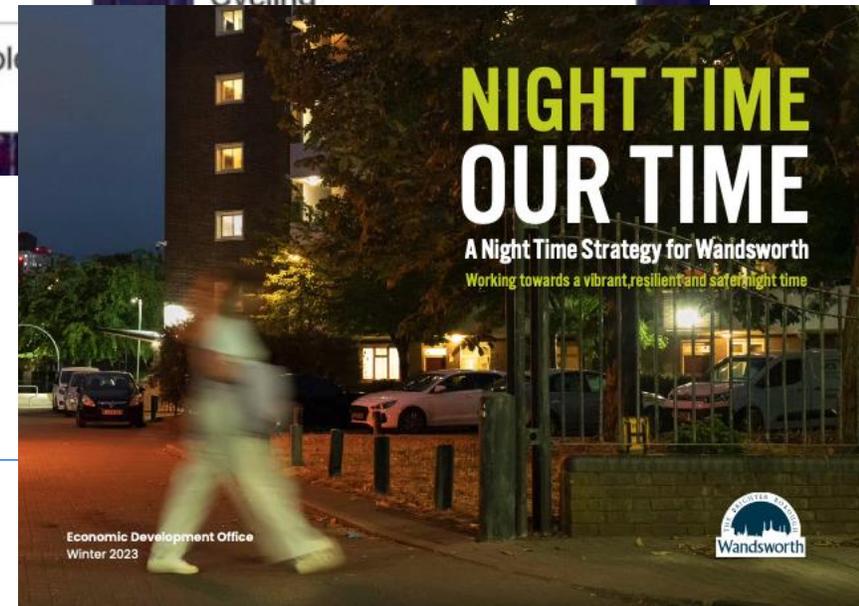


## Valuing Bromley at Night

A research report by Didobi with Publica



# A Night-Time Strategy for Wandsworth



# Active Research Area

 **Didobi**    **MAYOR OF LONDON**     **UCL**

Research Project

## NIGHT TIME WORKERS

May 2023



 **BT**

## Cities after dark: Shining a light on the 24-hour economy

Work, leisure and travel trends in Britain's 24-hour economy revealed through mobile network data.



**GLAECONOMICS**

London at night:  
An evidence base for a 24-hour city

November 2018



**MAYOR OF LONDON**

MAYOR OF LONDON

# Night Time Enterprise Zones Evaluation

Full Report



February 2024



Case Study

# URBAN AND TOWN CENTRE LIVING STRATEGY

March 2023

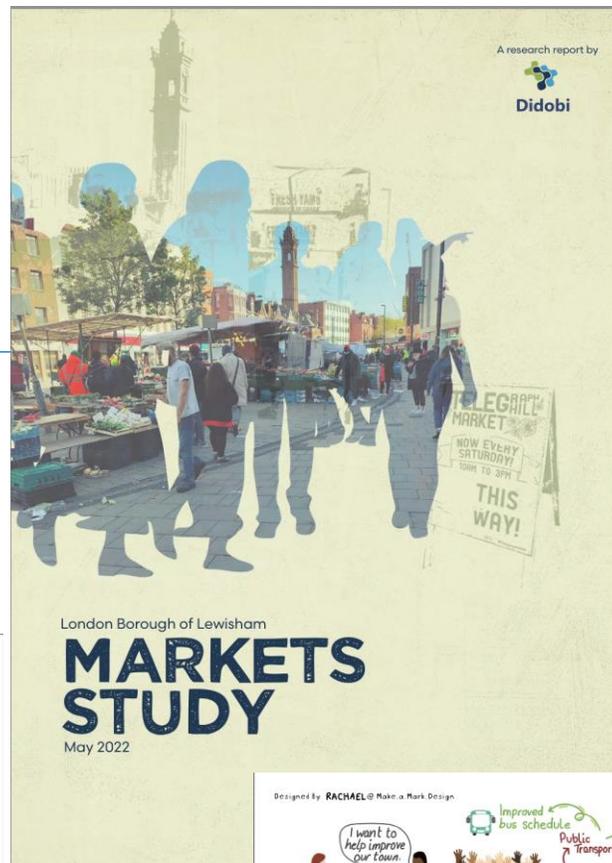


## THE IMPORTANCE OF MARKETS

# LEWISHAM Markets Study



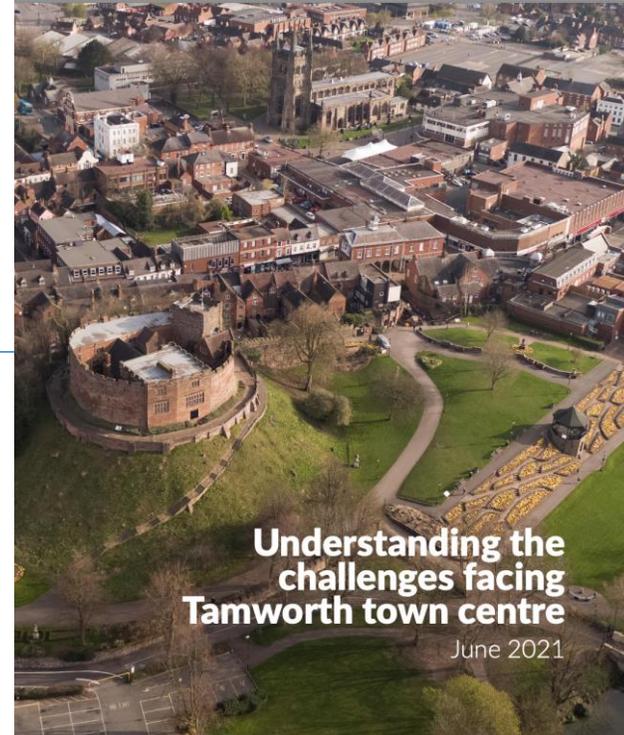
A research report by



London Borough of Lewisham

# MARKETS STUDY

May 2022

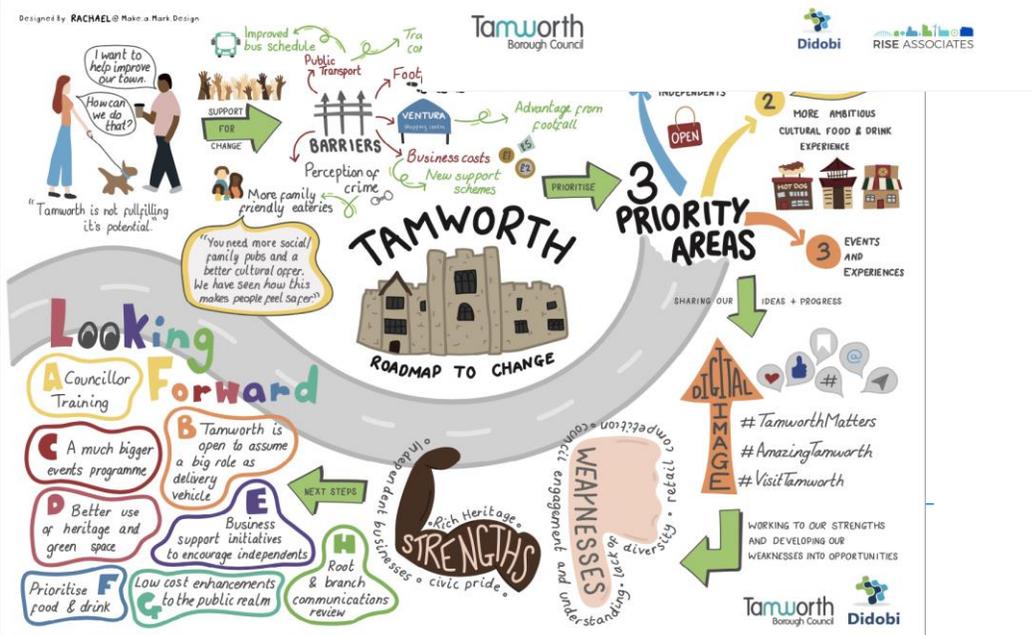


# Understanding the challenges facing Tamworth town centre

June 2021



A research report by



## BR1 LATES

# Valuing Bromley at Night

A research report by Didobi with Publica



# Thank you

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