

# Night Time Services

Engagement • Strategy • Delivery



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experts in place



# Night time practices are changing.

Managing the night is about more than just safety and crime. Night time strategies can help diversify high streets, drive social inclusion, and establish a place identity. From encouraging entrepreneurship to supporting families and young people, anything is possible from 6pm to 6am.

But this hasn't always been seen as an opportunity. Night time management has historically been left to reactionary tactics rather than proactive strategies for development. With an increase in new strategies and techniques of night time management, high streets and town centres need to develop new public-private partnerships and delivery models to ensure plans are realised with the greatest economic, social and cultural benefits.

While the night time carries on with or without dedicated management, seeding collaborative events and projects can kick-start momentum, placing local culture and heritage at the heart of changing communities and helping residents and businesses to imagine different futures. Night time activation and night time strategies are gaining importance post-pandemic, with tools, techniques and projects increasing exponentially.

# Making your strategy a reality.

We understand what makes good places to visit day or night – our projects in culture, heritage and destination management have unlocked investment, footfall, and stakeholder support in urban communities across the UK. We work with local authorities, BIDs and destination management groups to enhance your capacity to align operational plans to strategic objectives, making the most of scarce resources for an area of emerging activity which needs support to grow.

## Our studies have helped:

- Create new infrastructure for public spaces to accommodate evening and night-time activity
  - Bring focus to shoulder seasons to extend evening footfall
  - Support cultural groups to access market spaces after-hours for community programming
  - Develop new events and public realm interventions which draw local and regional visitors
  - Establish an evidence base to make the case for night time support, with ongoing monitoring and evaluation for continued advocacy.
- Ultimately, our night time strategies help all stakeholders – businesses, traders, culture and service organisations – to pivot towards a changing environment with new customers and user groups, testing out new products and services. We will help you identify the resources, funding, partners and spaces which make a strategy on paper a reality to define the next phase of covid recovery.

# About Fourth Street.

Fourth Street is one of the UK's leading culture and heritage destination advisory practices with experience in over 400 such developments throughout the UK and overseas. As management consultants who specialise in placemaking, our advice is always clear, candid, and informed by robust analysis and rigorous strategic planning.

We work with owners, operators, developers, funders and stakeholders across all stages of a project, from the creation of new concepts and visions, through market analysis and feasibility, to delivery and operations.

Our work has promoted more active, inclusive and sustainable places at night across heritage town centres, mixed-use developments and unique spaces experiencing change and renewal.

# Greenwich Town Centre Night Time Strategy.

- Encouraging an equal balance of local and tourist visitors for greater sustainability
- Support for businesses to pivot towards new customers and collaborate with cultural experiences
- Community and cultural activation of public spaces and encouraging community ownership

Fourth Street have a long standing relationship advising across the Maritime Greenwich World Heritage Site and Greenwich town centre, spanning the last 15 years. Most recently, Fourth Street worked with Royal Borough of Greenwich to deliver a series of bids and strategies to re-animate Greenwich's historic built environment. Successful funding for Greenwich Town Centre (High Streets for All), and a new Night Time Strategy helped Greenwich pivot to more a more local audience, moderating the high numbers of volatile tourism visitors, extending operational hours and re-establishing Greenwich Town Centre's local authenticity.

Extensive council and stakeholder engagement through a survey and workshops led to a deeper understanding of the issues and opportunities connected to growing night time activity. A sense of shared purpose and action within the council helped to motivate external partners and stakeholders (Royal Museums Greenwich, Old Royal Naval College, Greenwich Hospital) to bring individual plans forward. Training provided by Greenwich Cooperative Development Agency supported market traders and local shops to pivot to new, local customers for greater business sustainability. A detailed action plan within the strategy supported growth and in the short, medium and long term with responsibility across council departments and external stakeholders.



# Leyton New Market Square

- Listening to what community stakeholders need locally
- Accommodating a diverse and changing demographic
- Balancing social and entrepreneurial uses

Fourth Street was commissioned by London Borough of Waltham Forest in 2022 to define the use and activation strategy for a new public square within a housing development in central Leyton. A layered engagement process started with stakeholder consultation (including the football club, health and leisure centres, and key high street operators) to understand how each could utilise the public realm and what complimentary services are required in the area.

We then conducted a public consultation with online survey, online workshop and high street drop-in session at Leyton Library, which was well attended with an active exchange of ideas. This highlighted the needs and interests of families, older persons, religious communities, and their shared and disparate requirements. A key learning was the need for social space and activities for teens outside the home, as well as more specific requirements for services. The Square is envisioned to provide flexible open space for a variety of small and medium-scale uses, as well as a market-style hall for creative makers and local showcasing.

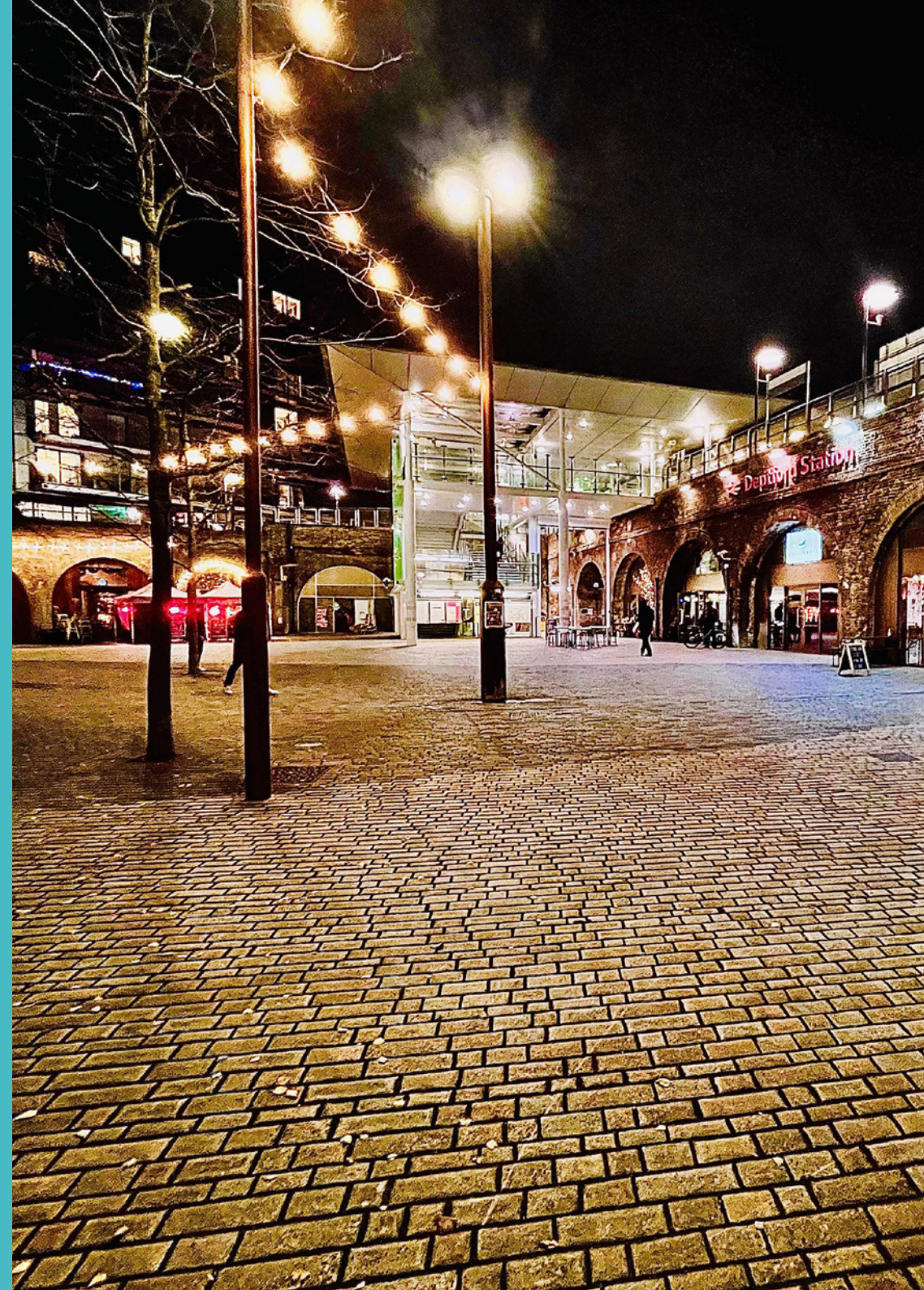


# Deptford Market Yard

- Strategies to establish and protect local authenticity
- Animating new public realm and promoting a new destination
- Working with developers to realise mutual benefits

Continuing a long and productive relationship with U+I, we produced the placemaking strategy for the now highly acclaimed Deptford Market Yard. The project was confronted with challenging commercial parameters, a sensitive historic site, and vocal community groups. The resulting strategy reconciled these conflicting agendas by proposing a commercial scheme that would see the railway arches tenanted by a carefully curated group of independent retailers.

Beyond their covenant strength, the developer looked for tenants with compelling proposals for how they would activate and animate the public realm. The scheme has since won a series of awards and has reportedly become the benchmark against which LB Lewisham planners now assess other developers' meanwhile use and place strategies.



# Get in touch

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