

Night Time Commission – Opinion Research

Headline findings

September 2018

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GLA Opinion Research and Statistics

Introduction

- The Night Time Commission was set up to provide independent advice to the Mayor as to the sustainable development of London's night time economy.
- GLA Opinion Research and Statistics has been commissioned to conduct quantitative and qualitative research into the opinions and behaviours of Londoners at night*.
- This report should be understood alongside concurrent research presented by GLA Economics in the *[London at Night](#)* report

* For this work defined as 6pm-6am

Objectives

- Research aimed to:
 - Understand the opinions and experiences of specific groups of Londoners at night.
 - Understand trends at a representative sample level of activity at night, and what prohibits greater involvement in the night time economy.
- This involved exploring the following questions:
 - How do different groups of Londoners perceive and experience London at night?
 - What are the priorities, motivations, benefits, and barriers for experiencing and enjoying London at night?
 - How accessible or affordable is London's night time offer?
 - Are there the right services and amenities at night for specific groups of Londoners?
 - How diverse is London's night time offer? How can the activity mix in night-time areas be improved, so that they appeal to more Londoners?
 - What are the potential policies or interventions for the Night Time Commission to consider?

Qualitative opinion research methodology

- Between December 2017 and January 2018, the GLA Opinion Research & Statistics team conducted 6 focus groups (of 6-8 participants) and 4 face-to-face interviews.
 - Participants were sampled by life stage, socio-economic status and location. Interviews with workers sought to explore differences with 'consumers' of London at night.
- A *guided discussion* took place on the GLA's online research community, Talk London, focusing on participant's general experience of London at night. This discussion was open to any Londoners who wished to participate.
- The qualitative sample included:**

2 x **pre-family** groups - aged 18-30 without children

2 x **family** groups - with children <18

2 x **post-family** groups - 40+ with/without children aged 18+

4 x interviews with **night time workers**

- Split by **geography**: 3 x Inner London (Zones 1-2) and 3 x Outer London (Zones 3+)
- Split by **social grade**: 3 x Higher social grade (ABC1) and 3 x Lower social grade (C2DE)
- Min 3 BAME participants per group
- Min 6 LGBT participants across the sample

- 1 x events organiser/ photographer/ DJ
- 1 x IT consultant
- 1 x Nurse
- 1 x Shop Assistant

Quantitative opinion research methodology

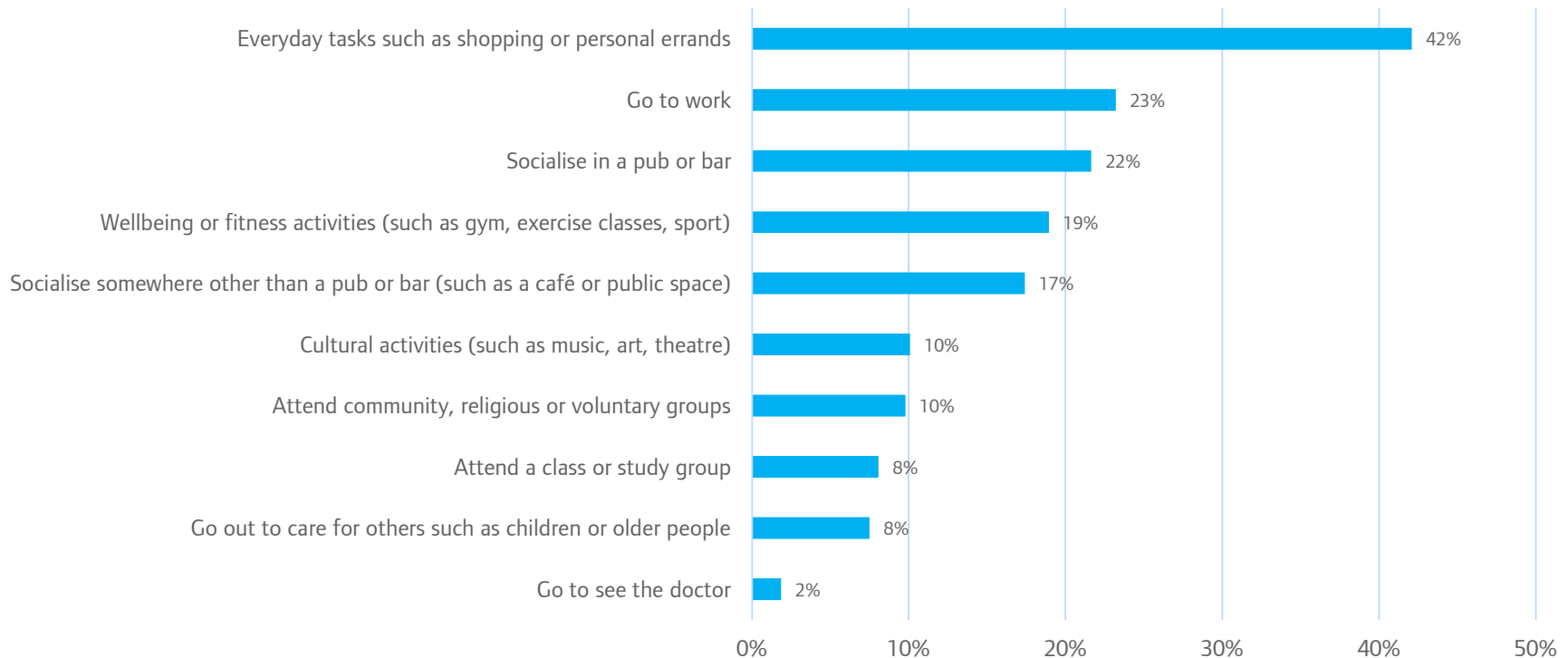
- Survey content was informed by the qualitative research, with the intention of testing findings and behaviours with a representative sample of London adults.
- Fieldwork was undertaken by YouGov Plc. between 26th February – 1st March 2018 with a response of 1,058 London adults. Figures have been weighted to be representative of all London adults (aged 18+). Respondents completed the surveys online from an email link.
- Results are reported by social and demographic groups where appropriate.
- Full results can be found on the London Datastore [here](#)

1. EXPERIENCES OF LONDON AT NIGHT

4 in 10 Londoners do personal tasks such as shopping and personal errands at night at least once a week

- The next most common activities are going to work, socialising in a pub or bar, wellbeing or fitness activities, and socialising somewhere other than a bar/pub.

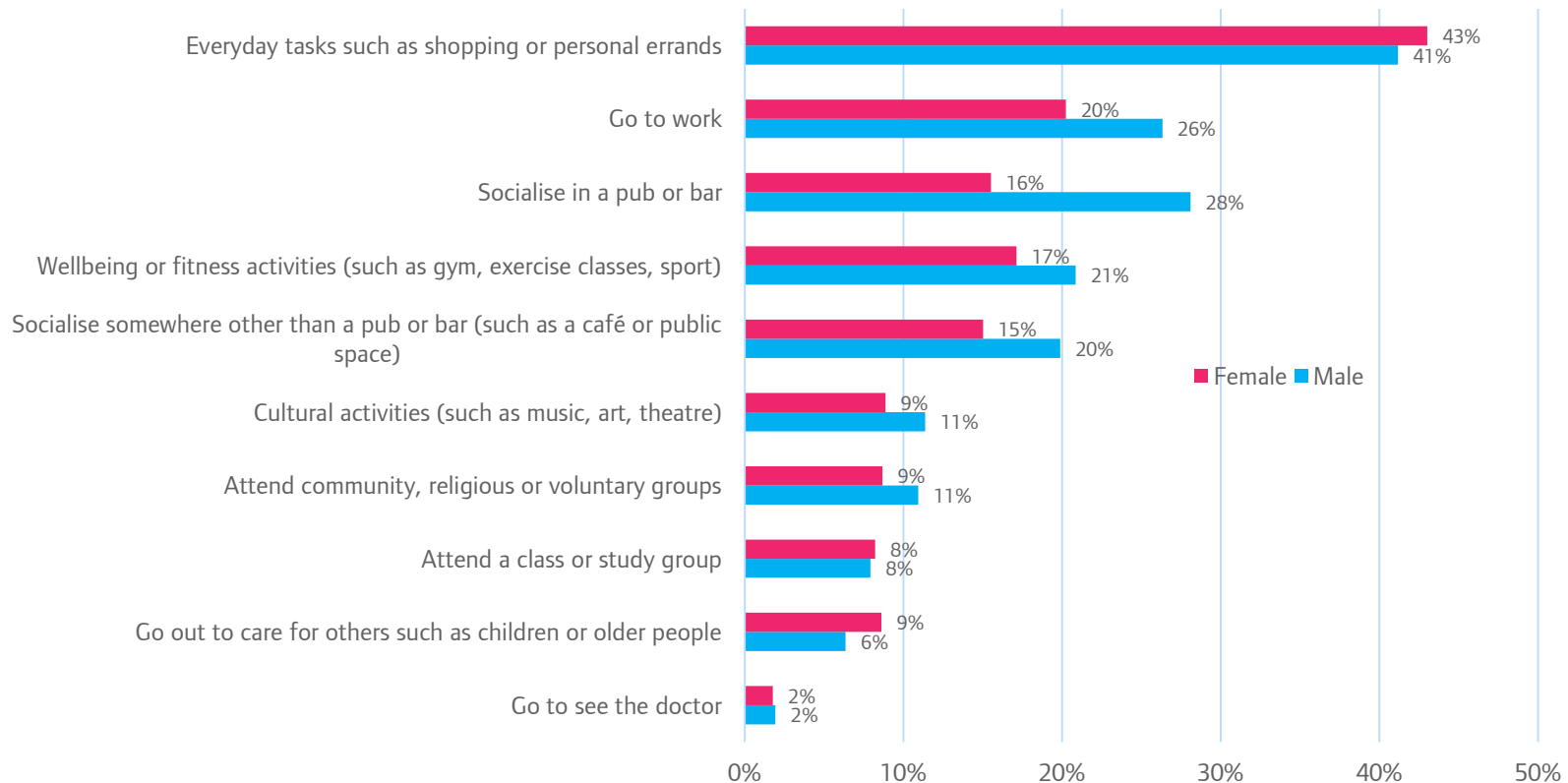
How frequently, if at all, do you do the following during the night-time (6pm-6am) in London? (% at least once a week)



Men are more active at night and are significantly more likely to be socialising

- Women are slightly more likely to go shopping or do personal errands, or care for children/older people at night. Men are more likely to do all of the other activities tested at least once a week.

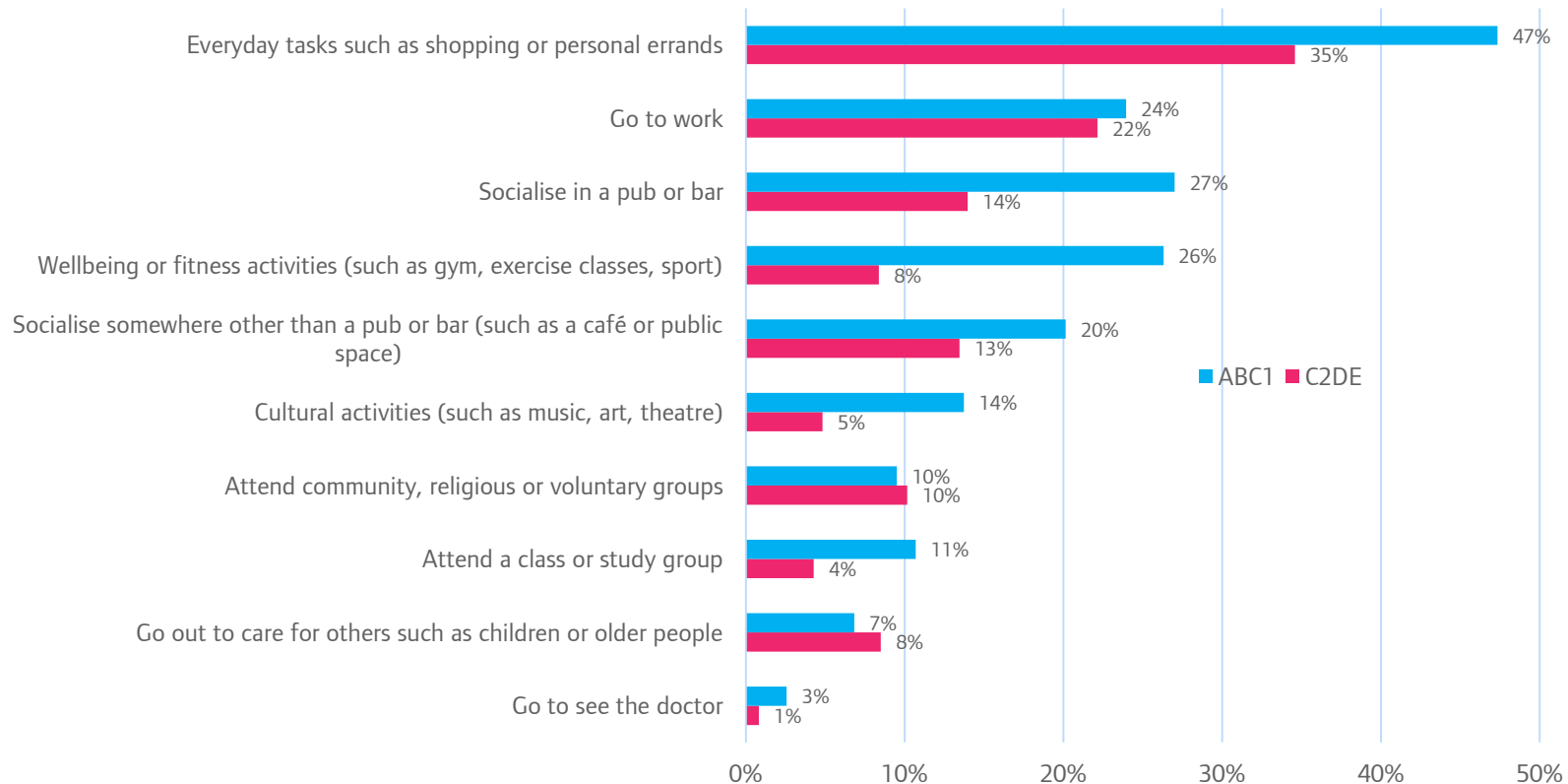
Activities at night (% by gender)



Higher social grade Londoners are significantly more active at night

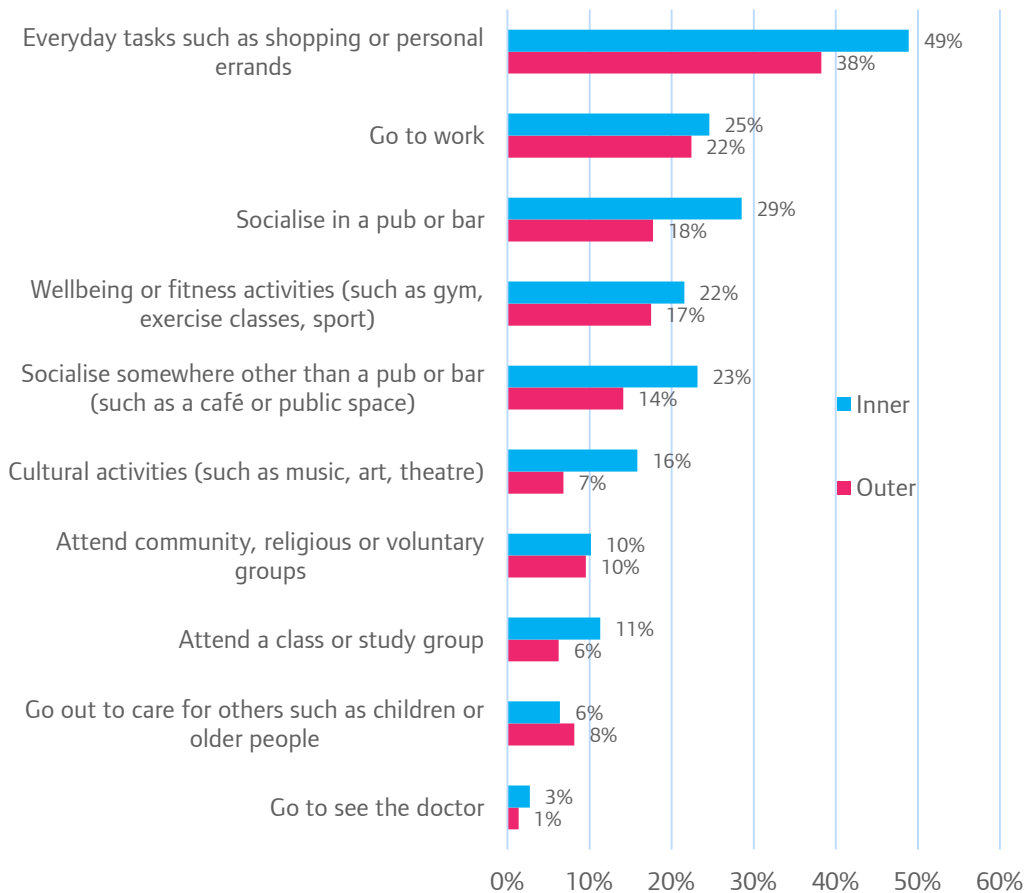
- This is particularly the case when doing personal errands, socialising, culture and wellbeing/fitness.

Activities at night (% by social grade)



Inner Londoners are more active than outer Londoners at night

Activities at night (% by Inner / Outer London)



- Outer Londoners are less likely to do personal errands, cultural or wellbeing activities or socialise at night but are slightly more likely to care for others.
- This is likely due to a combination of provision of night time activities and demand led by demographics. For example, lower provision of night-time activities and longer transport times in outer London, and/or less demand for such activities.
- Our qualitative research showed that adults with families have less demand on the night-time economy, and are disproportionately located in outer London. Older Londoners are also more likely to live in outer London, and are less active at night.

International visitors also tend to remain in the centre of London for nightlife

Areas of the city where each activity was experienced

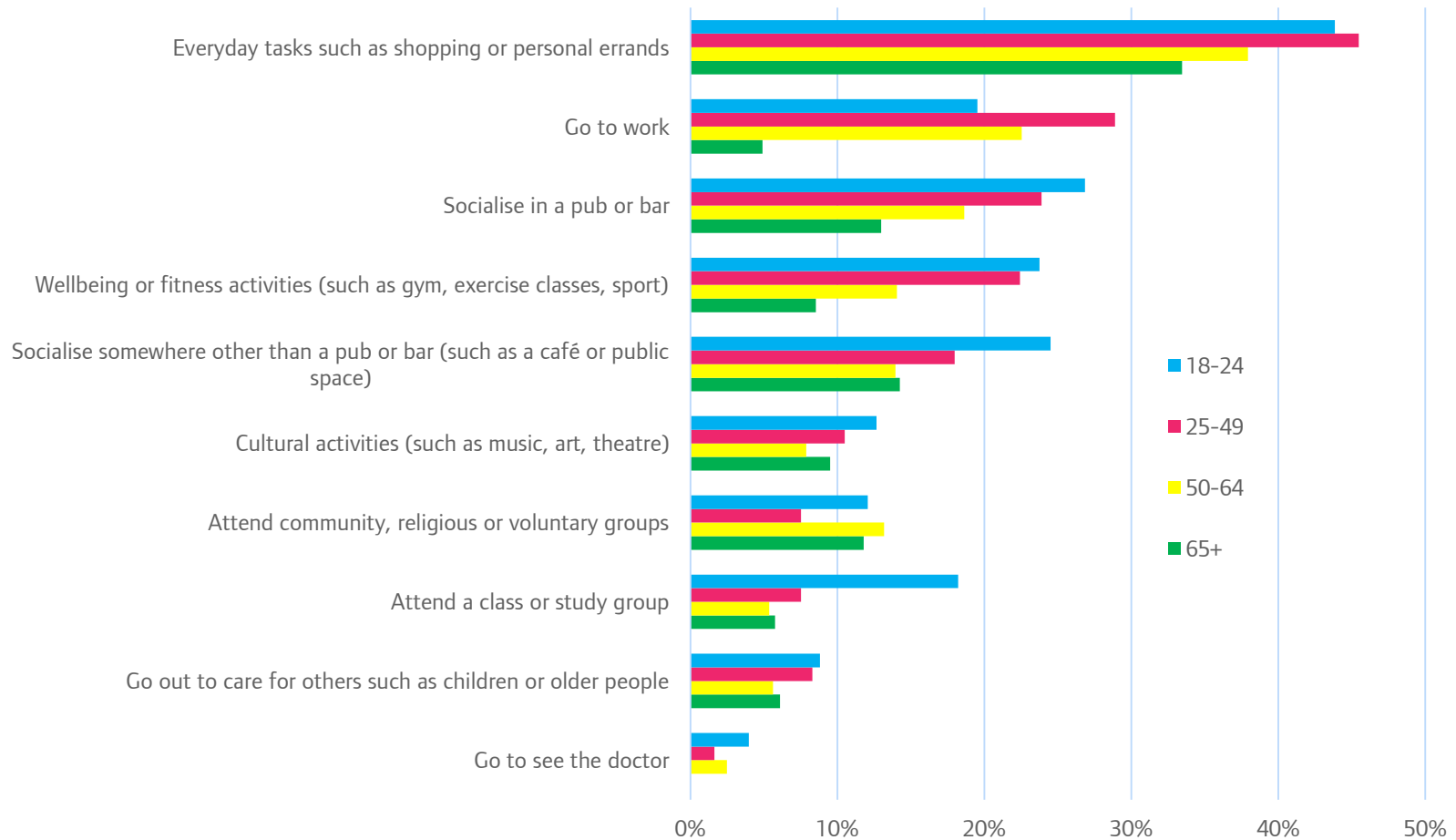
	Restaurants	Theatre	Museums	Live music	Pubs	Bars	Seasonal attractions/ events	Sightseeing	Shopping	Average
Central (e.g. Soho, Oxford Street, London Bridge)	80%	79%	84%	56%	75%	81%	82%	91%	87%	79%
West London (e.g. Shepherd's Bush, Ealing, Notting Hill)	30%	19%	22%	19%	29%	25%	21%	27%	31%	25%
North London (e.g. Angel, Hampstead, King's Cross)	20%	5%	20%	18%	22%	22%	17%	23%	19%	18%
East London (e.g. Shoreditch, Dalston, Hoxton)	10%	4%	9%	11%	13%	19%	11%	15%	11%	11%
South London (e.g. Clapham, Brixton, Peckham)	8%	1%	8%	9%	12%	15%	11%	11%	9%	9%

Q3. And in what district did you experience... (show codes selected at Q2 on a whizzy grid)? Please select all that apply. Base: Visitors who experienced restaurants/eating out (846) theatre shows (569) museums (245) live music/concerts (158) pubs (532) bars (183) seasonal attractions/events (206) sightseeing (703) shopping (415)

- Tourists are, though, generally positive about the nightlife offer, including its variety (82%) and transport system (86%).

Londoners aged under 50 are more likely to do most of the activities listed at least once a week – those under 25 are most likely to socialise or attend a class

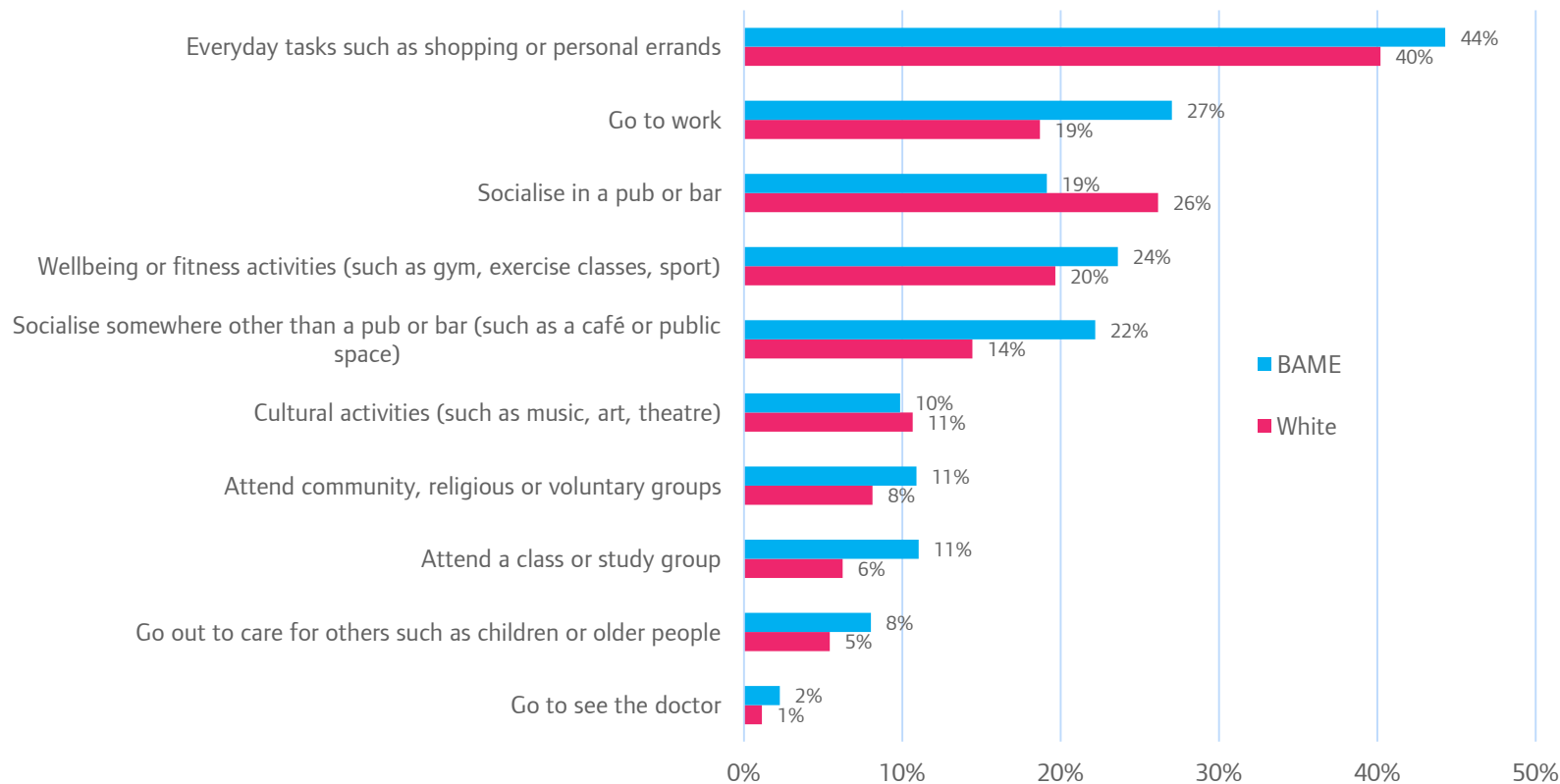
Activities at night (% by age)



BAME Londoners are more likely to work at night than white Londoners. They are less likely to socialise in a pub or bar, but more likely to socialise elsewhere

- BAME Londoners are more active at night (6pm to 6am) across most of the listed activities at night, except socialising in a pub/bar and attending cultural events.

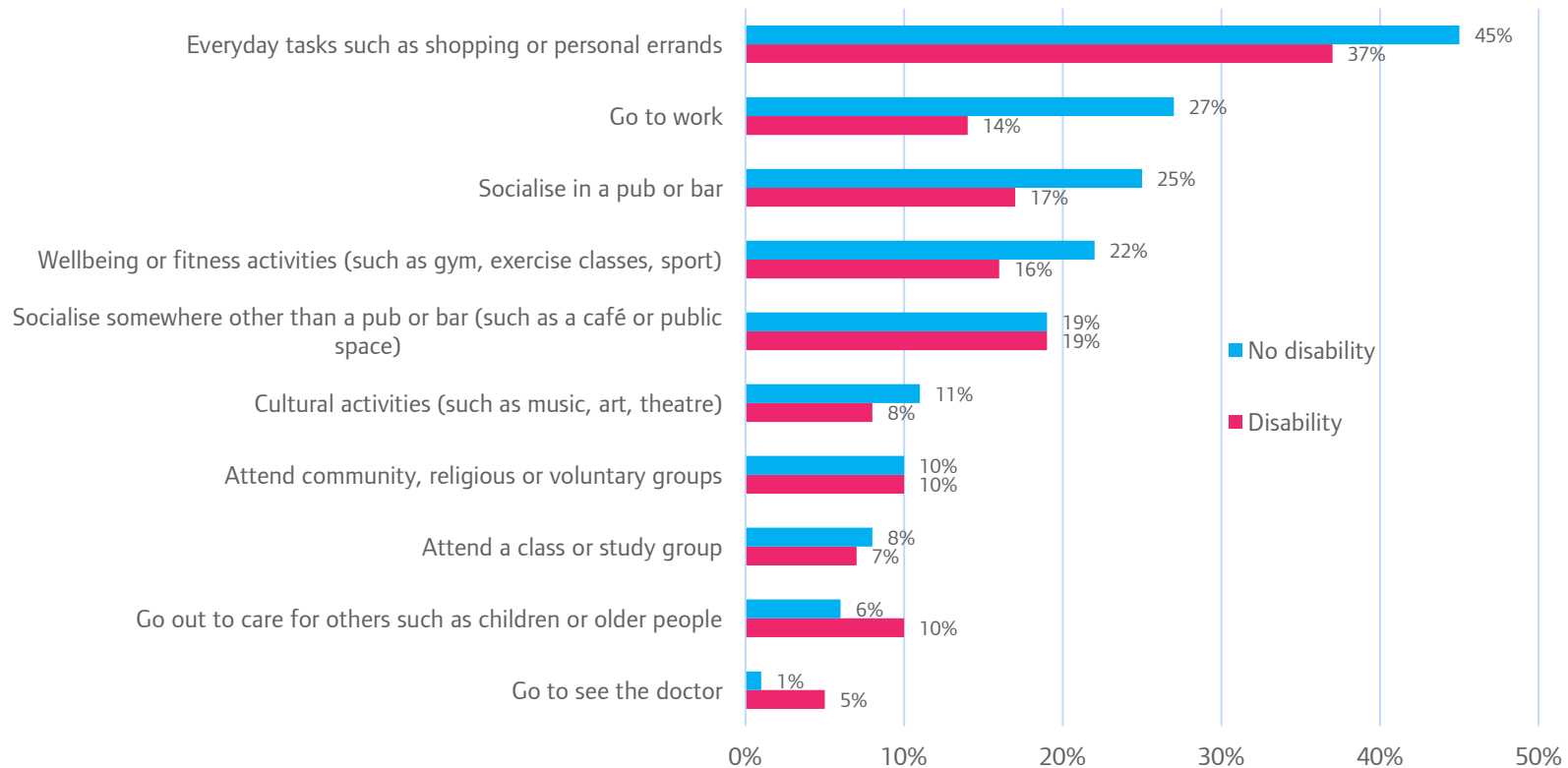
Activities at night (% by ethnicity)



Those with a disability* are less likely to work, do personal errands and socialise in a pub or bar at night

- But are almost twice as likely to go out to care for others at night.

Activities at night (% by disability)



* As defined by being limited a little or a lot by for day-to-day activities because of a health problem or disability which has lasted, or is expected to last, at least 12 months

Focus groups showed that Londoners are drawn to the diversity and vibrancy of the night time offer, and experiences are centred around entertainment and meeting people

- London's night time offer is seen to cater to all types of people, with lots of variety in terms of entertainment, food and culture.
- The night time offer is a key reason why some have moved to, or want to stay living in, London.
- Participants talked about enjoying London at night for its entertainment offer and opportunities to meet friends or spend time with families.
- Central London is seen as a good meeting spot for outer London participants, or those with friends or family scattered around London/UK.
- It provides opportunities to meet new people and experience new cultures, with some believing that London is a more sociable city at night.

"The nightlife is what I live for and London is buzzing because it's so multicultural and there are so many different activities and lifestyle choices." (Focus group)

"I love looking at art and I love that they opened up the Tate Britain or Tate Modern at night...you've got music and you can dance, it's like a night out." (Focus group)

"I just love how everybody comes together...you mix with people you never thought you would mix with, when you go out. That is what I love about London, it is so mixed with different types of people." (Focus group)

Londoners would like to be able to access more amenities and services at night

- Focus group participants think it is becoming easier to do personal errands and access amenities at night (e.g. shopping, GP, gym).
- Though they would like more amenities to stay open later – this is mainly out of convenience, not necessity.
 - Most are able to do these during the day or on the weekend
 - But the option to do these after 6pm helps free up the weekends and reduce the demand during the week
 - Some also prefer doing these at night as it can be more enjoyable, when quieter and less busy.

“You can’t do your banking because your bank is open the same time as you go to work. So just having facilities open at night time.” (Focus group)

“If there was an alternative for people to spread their life out then that would be I think less stressful.” (Focus group)

“I really like the fact that we’ve got 24 hour gyms now so when I don’t get a chance to go during the day, if I can be bothered I will go at night. It is just quite nice that we have that option.” (Focus group)

22% of respondents to the Feb-18 YouGov survey wanted ‘**more services available at night**, such as banks, GP surgeries or libraries’ (5th most common priority for improving London at night)

2. KEY BARRIERS:

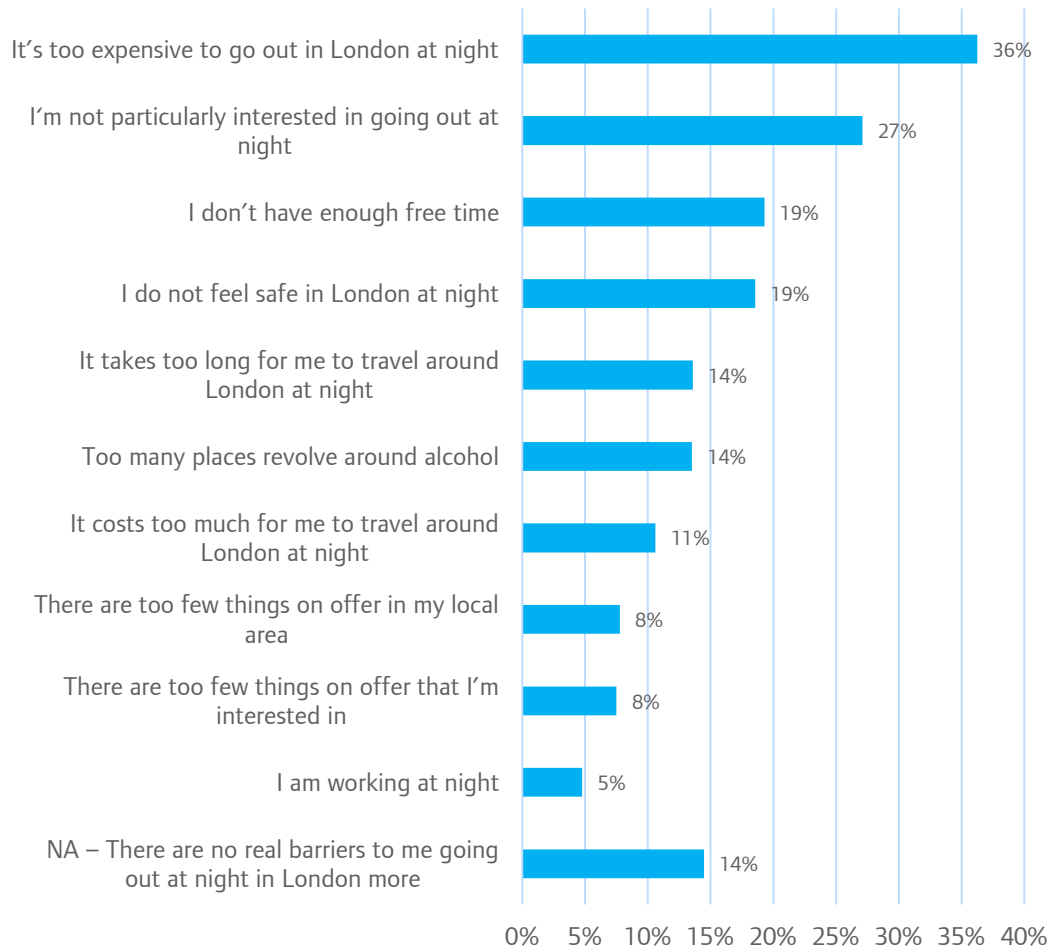
(a) AFFORDABILITY

(b) SAFETY

The biggest barrier to going out at night is the cost.

Also ranked highly is the night time not being appealing, not having enough free time, and not feeling safe at night

Barriers to going out more at night (%)



- Concern about cost is mostly related to the costs of activities at night, although 11% also state that the cost of transport is prohibitive.
- There are few noticeable differences between respondents who regularly go out at night versus those who don't. Those regularly out at night are slightly more likely to say it is too expensive, or that they don't have enough time – suggesting that this group would actually like to be doing even more if cost and time permits.

2 (A) - AFFORDABILITY

Activities at night are seen as expensive for all groups, and is a key factor when deciding to go out

- Cost is the largest barrier for all Londoners, especially Londoners aged 18-24 (**see slide 24**).
- Many participants agreed that the NTE is becoming too expensive to enjoy (cost of drinks, club entry, cinema, travel, theatre etc.), and this was particularly noted by families.
- They noted that price can make it difficult to be spontaneous, as it is necessary to plan to avoid spending too much.
- London at night in the summer is seen as more affordable to enjoy (pleasant to walk around, parks open later, more free open-air events).
- Some mentioned wanting more promotion of free or cheap events and activities at night, as well as deals and discounts.

*'It is **too expensive** to go out in London at night'* was listed as the main barrier to going out at night in London in the Feb-18 YouGov survey

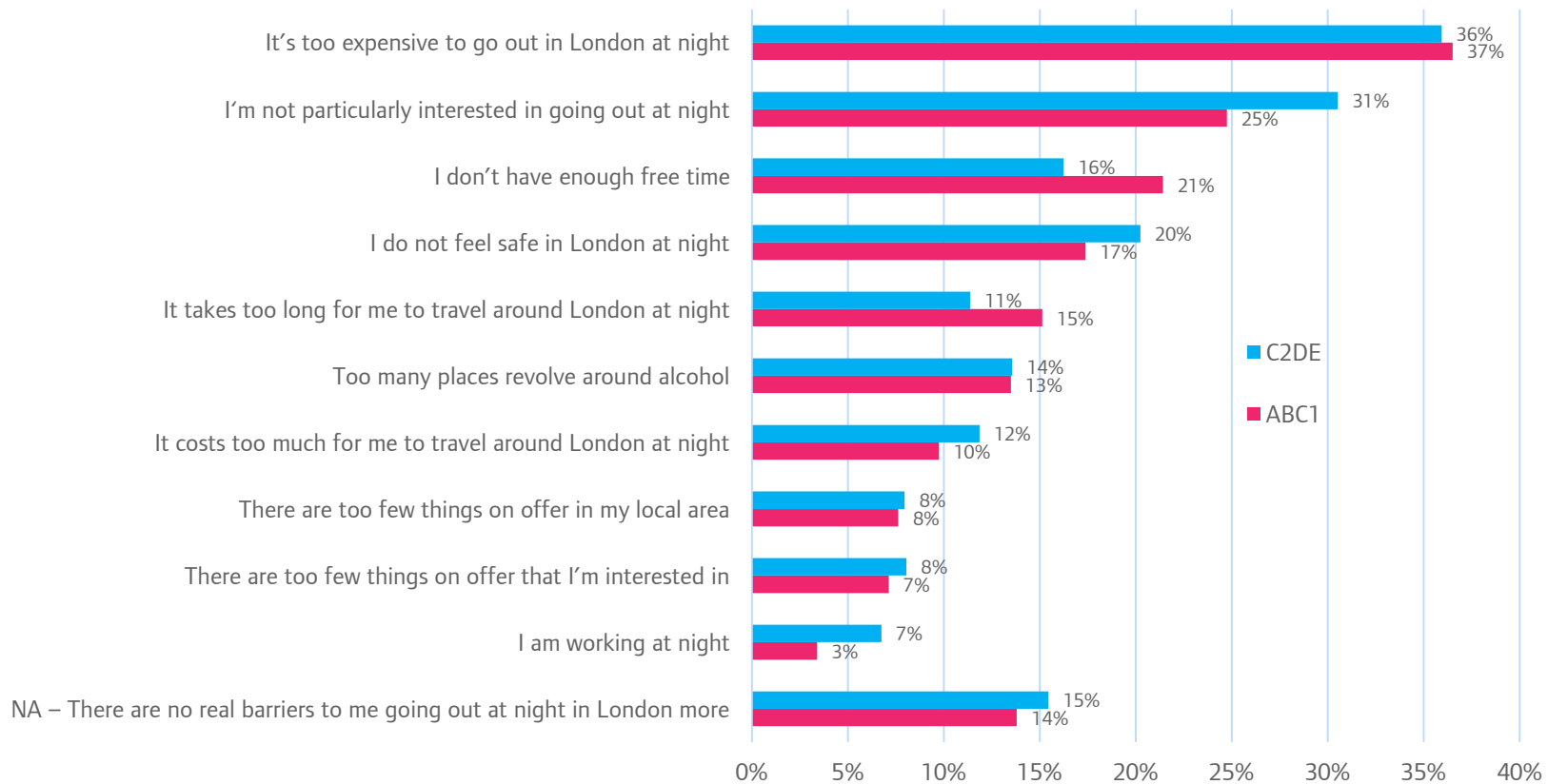
"I get emails for Discount London... that is quite good because it does show you things to do as families." (Focus group)

"Theatre tickets are quite expensive, but you can get those special deals, or you can get two for one sometimes... you can get discounts." (Focus group)

Lower social grade Londoners say they are less interested in going out at night, whilst higher social grade Londoners say they have less free time

It should be noted that this lack of interest could be in part due to the perceived high cost.

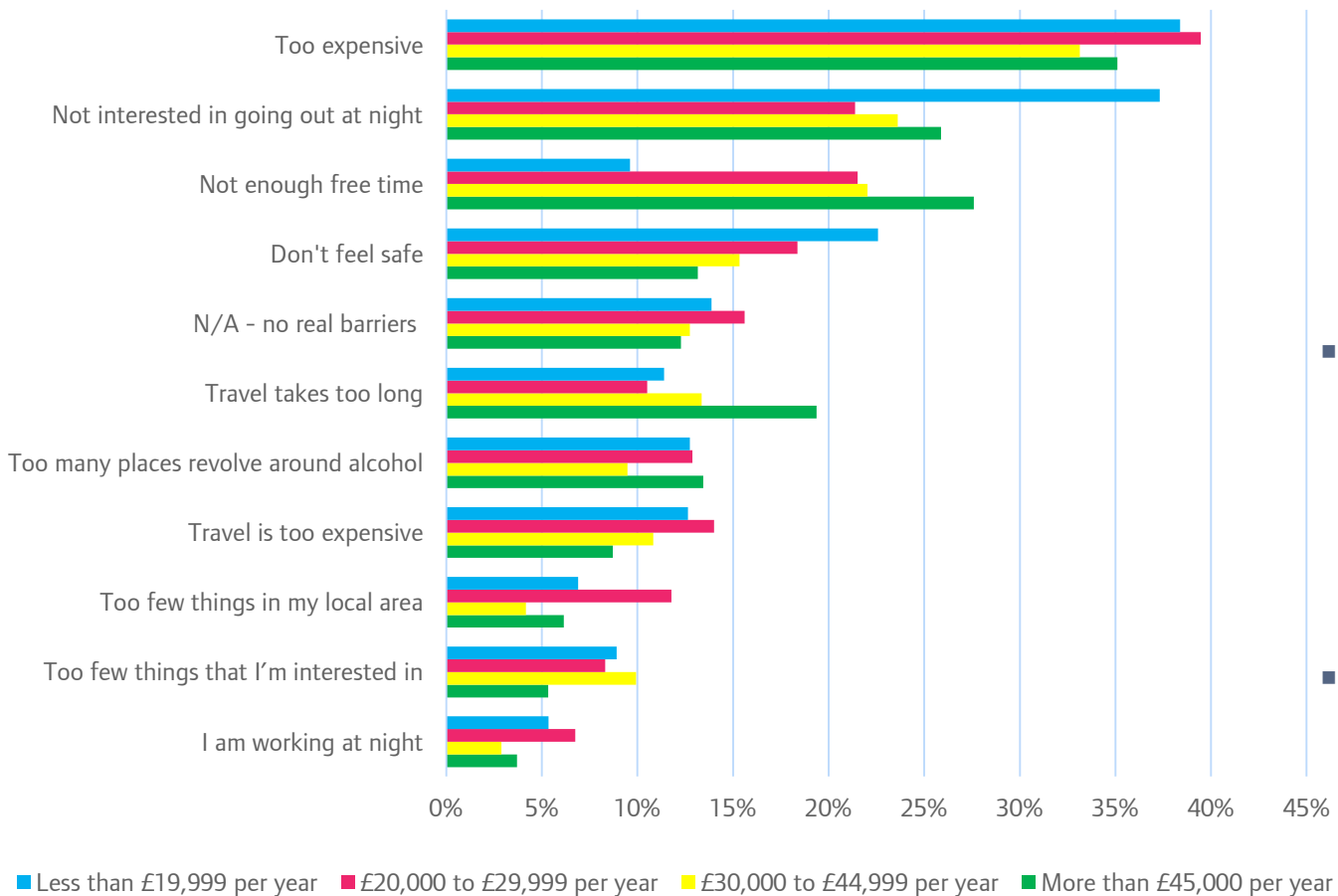
Barriers to going out at night (% by social grade)



Source: GLA Intelligence (2018) March 2018 GLA/YouGov Poll. This survey was conducted between 26th February – 1st March 2018 with a response of 1,063 Londoners. The survey has been weighted to be representative of all adult Londoners.

Households earning less than £30k pa are more concerned about the expense, whilst the very poorest households are more likely to say they are not interested in going out at night

Barriers (% by household income; gross pa.)

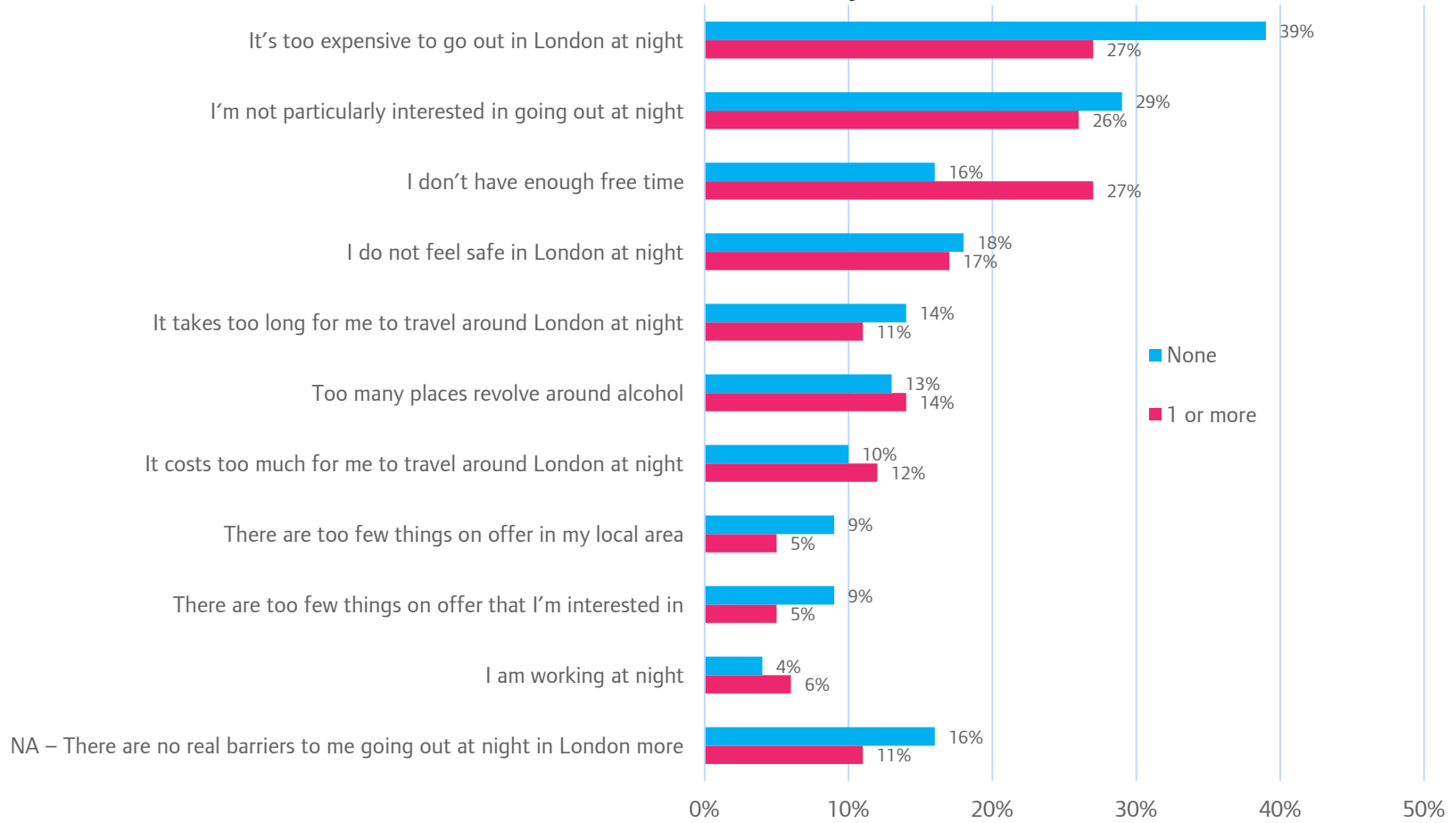


- Households with the lowest income are significantly more likely to say that they are not interested in going out at night, 37%, compared to 27% of all Londoners.
- This again suggests that participating in the night time economy is far from the thinking of the very poorest families.
- Wealthier households see a lack of free time as more of a barrier, whilst being less likely to be worried by crime.

Source: GLA Intelligence (2018) March 2018 GLA/YouGov Poll. This survey was conducted between 26th February – 1st March 2018 with a response of 1,063 Londoners. The survey has been weighted to be representative of all adult Londoners.

Londoners with children under 18 are much more likely to say they don't have time to go out at night, and are less likely to say London is too expensive 23

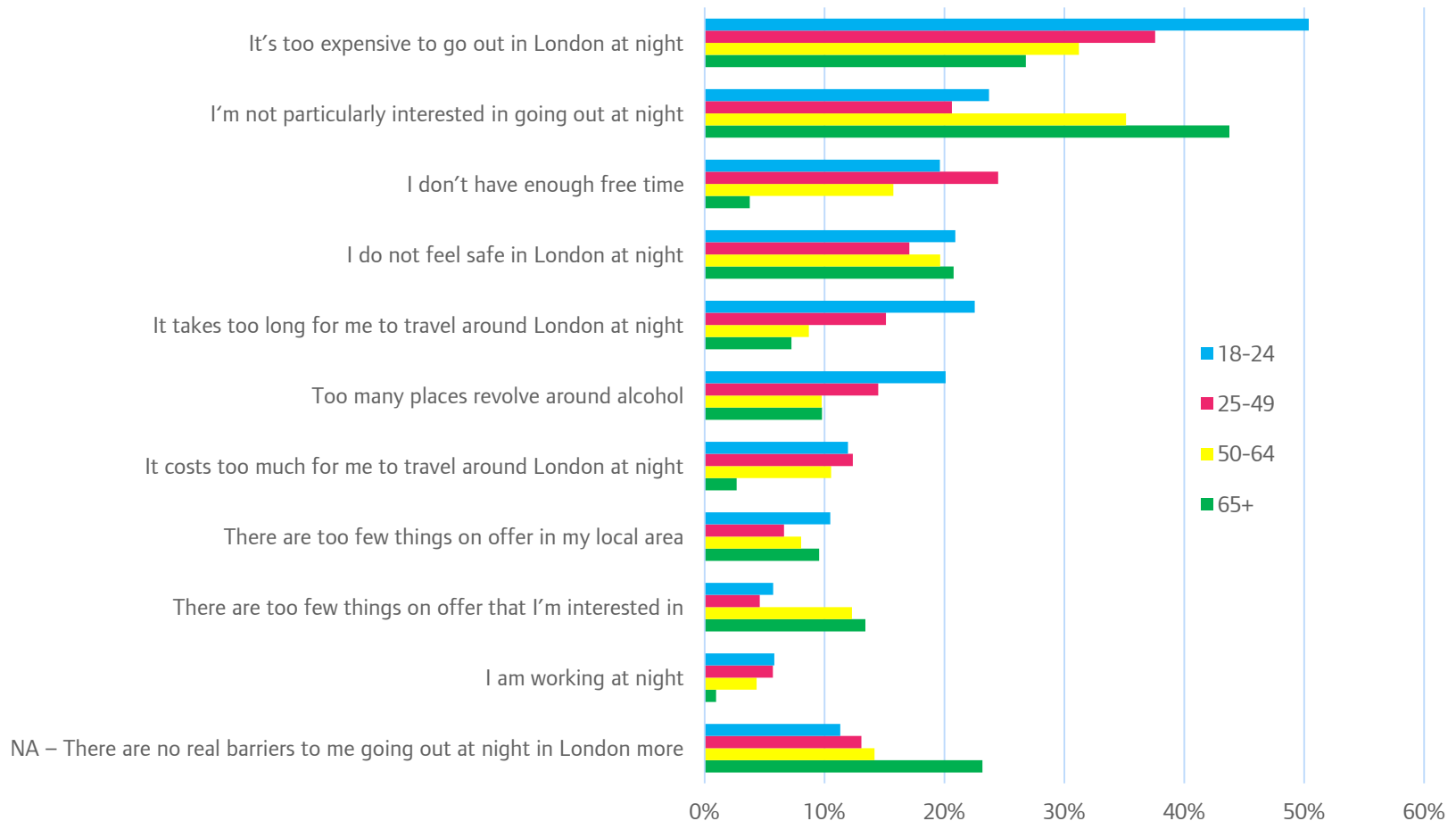
Barriers to going out at night (% by number of u18 year olds in household)



Source: GLA Intelligence (2018) March 2018 GLA/YouGov Poll. This survey was conducted between 26th February – 1st March 2018 with a response of 1,063 Londoners. The survey has been weighted to be representative of all adult Londoners.

Cost is a key barrier for younger Londoners (18-24), whilst older Londoners (65+) are less interested in going out at night

Barriers to going out at night (% by age)

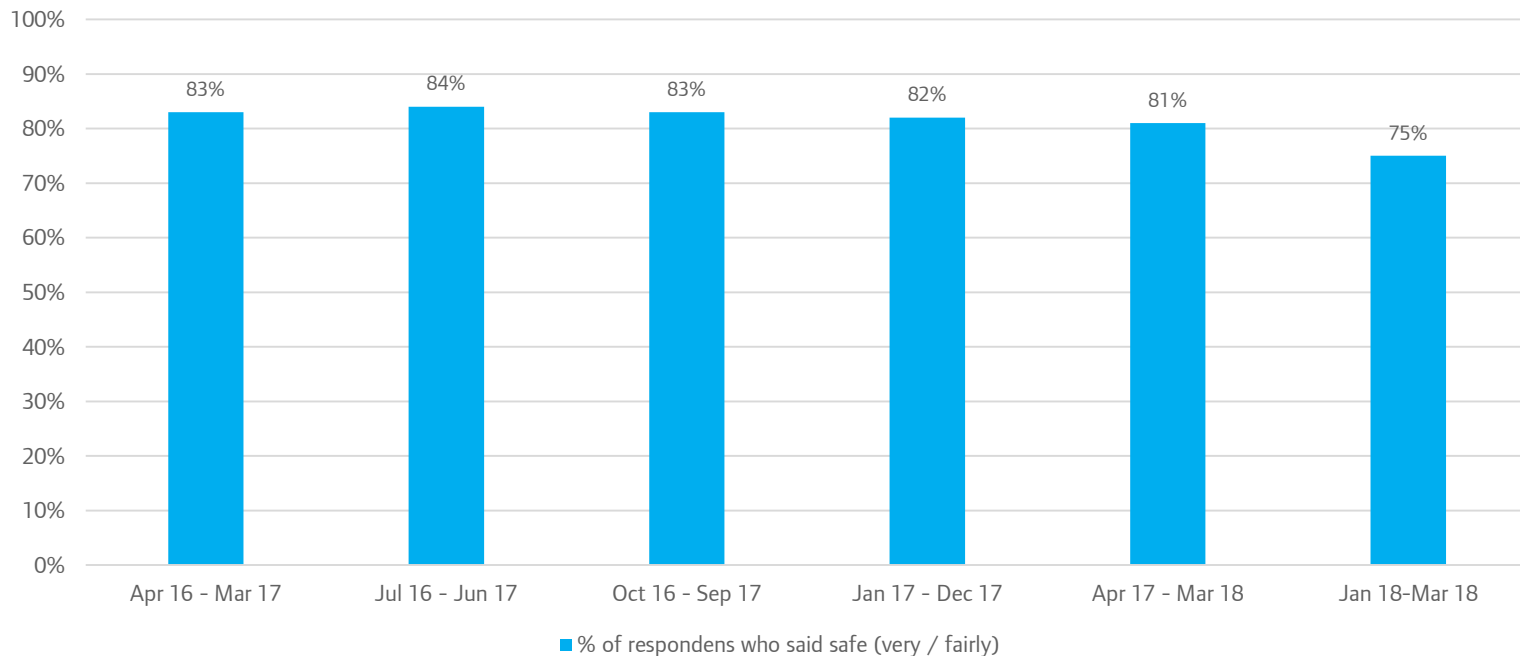


2 (B) - SAFETY AND PUBLIC REALM

Data from Jan-Mar 2018 appears to show increased concern about safety at night, from relative stability over the last 5 years

- There had been just a small decrease (2pp) in perceptions of safety at night since 2016/17.
- This has now dropped 6pp from last financial year to Jan-Mar 2018.
- Note that seasonal factors may influence this change.

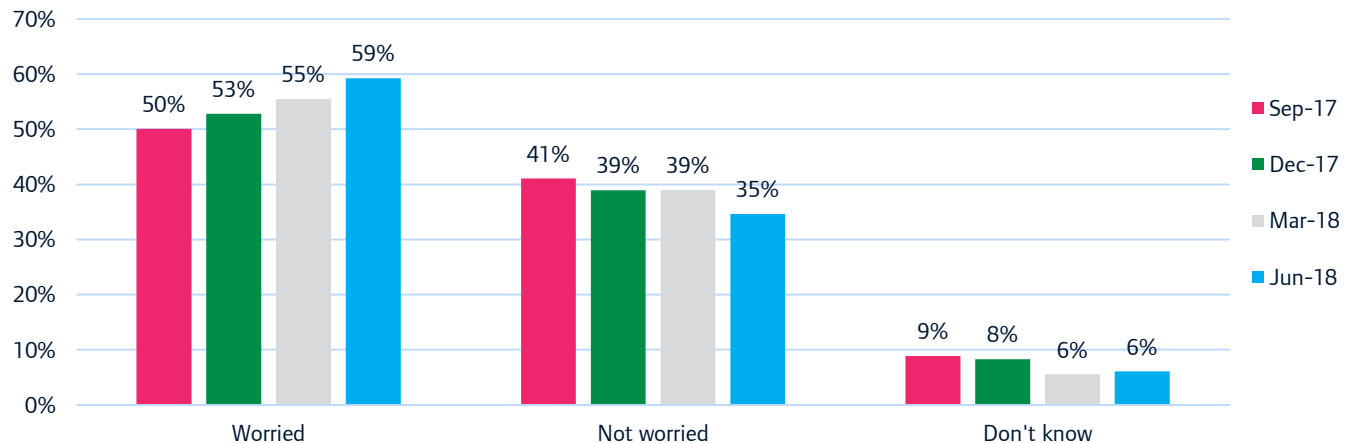
How safe do you feel walking alone in the area after dark?



This is backed up by GLA polling – which shows growing concern about safety in London over the last 6 months

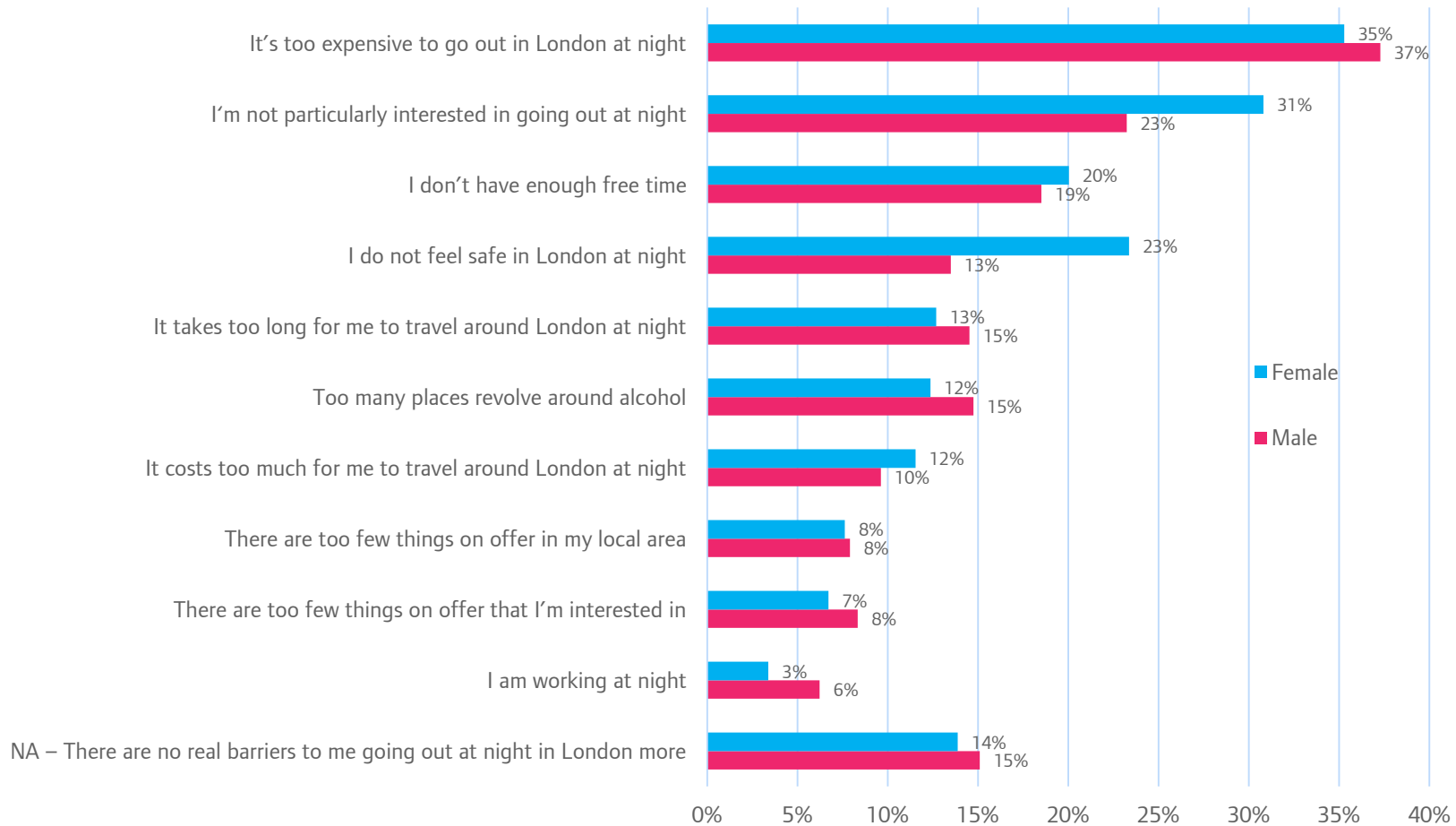
- 19% of Londoners say that concerns about safety at night is a barrier to going out (see slide 18).
- There has been an increase since Sept 17 in worry about crime in the local area (note not specifically at night).
- There was some concern about safety when **travelling at night** in focus groups (e.g. empty public transport, lack of staff) or the when walking home in quiet or dark residential areas.
- Focus group participants mentioned 'safety in numbers', though some feel anxious about the threats of terrorism and violence (e.g. acid attacks).
- More concern came from female, older, non-white and outer Londoners, as well as those with disabilities.

Worry about crime in your local area



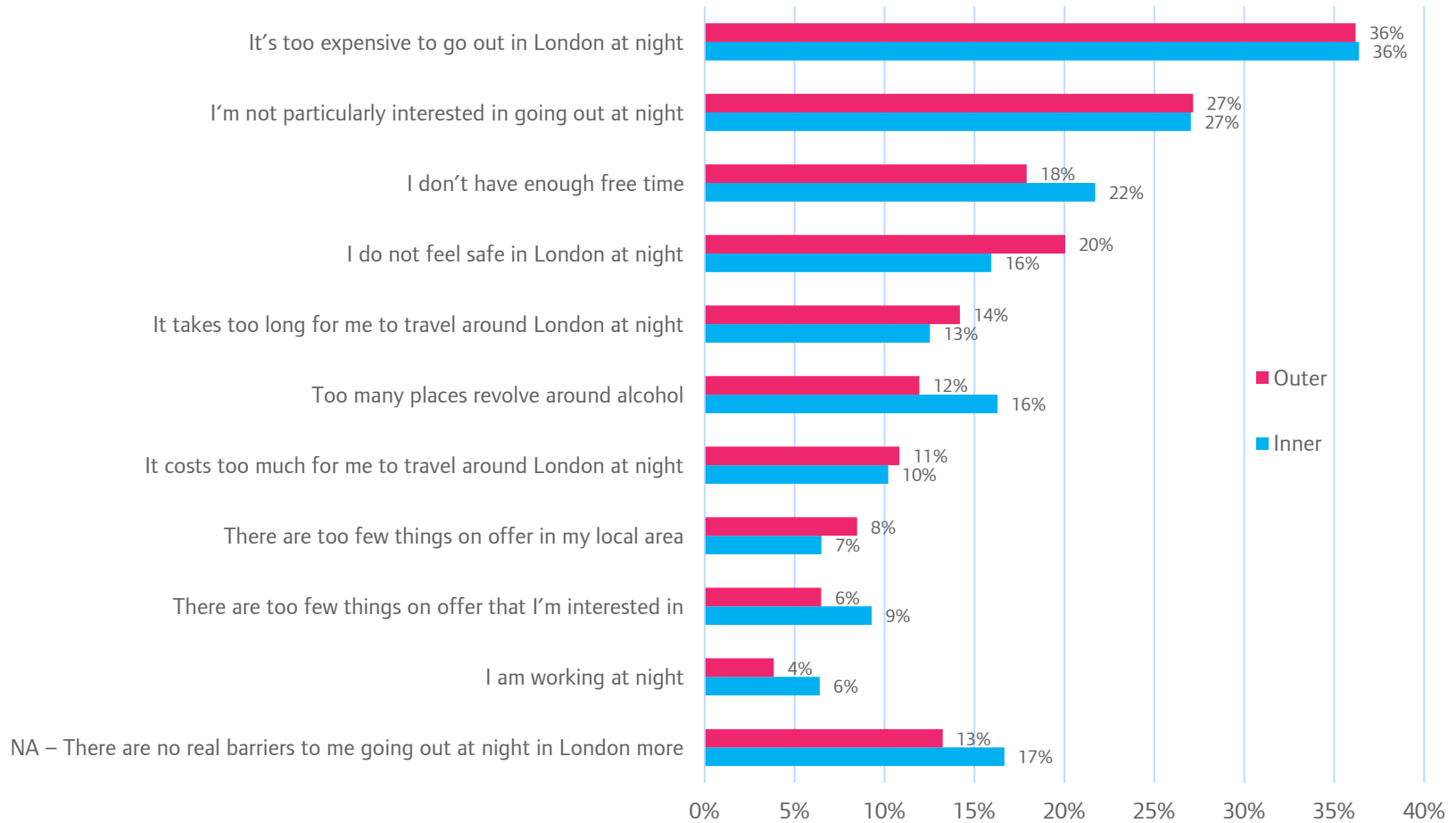
Women say they feel less safe in London at night, but are also less interested in going out at night

Barriers (% by gender)



Outer Londoners feel less safe in London at night, whereas more inner Londoners think that too many places revolve around alcohol

Barriers (% by inner/outer)



Source: GLA Intelligence (2018) March 2018 GLA/YouGov Poll. This survey was conducted between 26th February – 1st March 2018 with a response of 1,063 Londoners. The survey has been weighted to be representative of all adult Londoners.

Overall, survey data highlights that crime and safety is a concern for many Londoners

- Safety is a concern for many Londoners, especially women, those aged 50+, and outer Londoners (**see slides 34 and 40**) – these groups are also less likely to be undertaking activities in London at night.
- Increasing police presence is the top priority for improving London at night, which is clearly linked to the previously identified fear of crime.
- Some would prefer more community support officers and better street lighting, though more police is seen as the most effective measure at increasing safety across London.
- However, some focus group participants expressed the opposite opinion, that more police suggested that an incident or threat is underway. Some also felt that more visible police could be intimidating.

52% of respondents ranked '**More police visible in public**' as one of their top 3 priorities for London at night – this was the most common priority. (**see slide 43**)

'More police visible in public' was prioritised more among **those aged 50+** (64%), **disabled** (58%), **outer Londoners** (55%) and **lower social grade** (54%) respondents. (**see slides 44-49**)

"I like the involvement of community people so whether that is street pastors, Leicester Square used to be famous for the angels. They should invite more of those types of community initiatives." (Focus group)

While polling shows that only 14% identify 'too many places revolving around alcohol' as a barrier to going out at night, alcohol is a significant concern from some specific sections of the population

- Some focus group participants think the drinking culture can harm London's night time offer as it is seen to lead to noise, litter, anti-social behaviour, crime and concerns about safety at night (especially on transport).
- Most are not discouraged from going out, but drunk behaviour can influence where they go, how long they stay out, how they travel etc.
- There was strong support for stricter ban of alcohol on public transport at night, mainly from older participants.
- Some Talk London respondents think venues selling alcohol should be hold more responsibility for drunken and anti-social behaviour.
- Focus group participants would like more low/no alcohol options, though this was only ranked 8th (out of 11) most popular action to improve the night time offer.

14% of respondents think '**Too many places revolve around alcohol**' – the 5th most common barrier to going out more

Alcohol is more of a problem among **18-24 year olds** (20%) and **inner London** (16%) respondents.

Alcohol is also more of a problem among **BAME** Londoners (17%) – particularly South Asian (26%) compared to white (11%) and black (9%) Londoners.

"London nightlife often seems so unimaginative, revolving around buying and consuming alcohol. This seems to lead to increased anti-social behaviour, crime and pressure on emergency services."
(Talk London respondent)

3. TRANSPORT AND ACCESSIBILITY

Londoners think the night time offer has become easier to access and has for the most part improved over the years

- ✓ Developed across the city. Newer 'hotspots' are seen as include Brixton, Shoreditch, Dalston, Angel.
- ✓ More options closer to where people live.
- ✓ Improved public transport (Night Bus and Night Tube) has made it easier to access.
- ✗ However, some concerns among older participants that it is losing it's authenticity and unique character – linked to wider issues of gentrification and private development.
- ✗ Closure of late night venues and restricted opening hours is seen to be damaging London's night time offer.

"I came to London 40 years ago, having grown up in New York, and I have seen a steady improvement in London's night life - and ability to get home afterwards! It always amazed me that the whole nation 'shut down' at the pub's closing time of 11pm." (Talk London respondent)

"Before everything used to happen in the West End, but now it's further afield isn't it? It's sort of spread out." (Post-family)

"Brixton has changed so much, I don't even have to come over to central. It's on my doorstep." (Family)

"One of my problems with going out is that all of the places I used to go to in Soho are going...they've been taken over, so the gentrification is a problem for places I used to like." (Post-family)

Most participants feel they can get to where they want to at night with relative ease

- Many think the Night Tube has made it much easier to travel around London at night.
- There was strong support for extending the Night Tube across all lines and through the week.
- Without the Night Tube, the Night Bus is still a suitable alternative, and is seen to have improved, though longer travel time and less frequent service makes it a less reliable alternative.
- Some focus group participants from Outer London boroughs struggle with less frequent trains at night and few late-night services.
- The main concerns about travelling at night are around safety.

"I can get home because the Jubilee Line is running late now, which is great, whereas I just used to have to jump on the bus on the way home which was great, but it took longer." (Post-family)

"Need to make it 7 days a week rather than just on the weekend, because some people's Saturday night might actually be on a Thursday because of what they do...I do think that it needs to be extended." (Family)

"The difference between London and a lot of cities is the night bus, so even before the night tube at least you always felt safe that you could get home." (Pre-family)

The Night Tube is seen as a significant development for London's night time offer. Most focus group participants had positive views towards it

- ✓ Quicker than travelling by Night Bus.
- ✓ Makes it cheaper to get home at night.
- ✓ Has opened up new areas to explore or visit at night – more choice and variety, particularly among pre-family participants.
- ✓ Reassurance that you can get home at night and less planning needed – especially for women, parents and workers.
- ✗ Perception of drunk and disorderly behaviour – a few said they had experienced this, but this feeling is strongest among those that don't use the Night Tube.
- ✗ Concerns about safety, especially when carriages are empty, and lack of staff or police at stations.

"It's definitely gotten easier since the night tube was introduced. I would say that I probably got out more now that it is here." (Pre-family)

"I've found myself going to places that I probably wouldn't have gone to." (Pre-family)

"I used to be able to get home reliably on the night buses most of the time but now the night tube makes it more of a pleasure and relaxed to plan an evening out that could stray in to two in the morning, or three even." (Post-family)

"It's good to hear that from those who use it [that it is safe], but those who aren't using it are still scared of it." (Post-family)

Survey data suggests that the Night Tube is viewed positively for accessibility and convenience

- But Londoners are more negative about the impact of the Night Tube on noise and anti-social behaviour at night

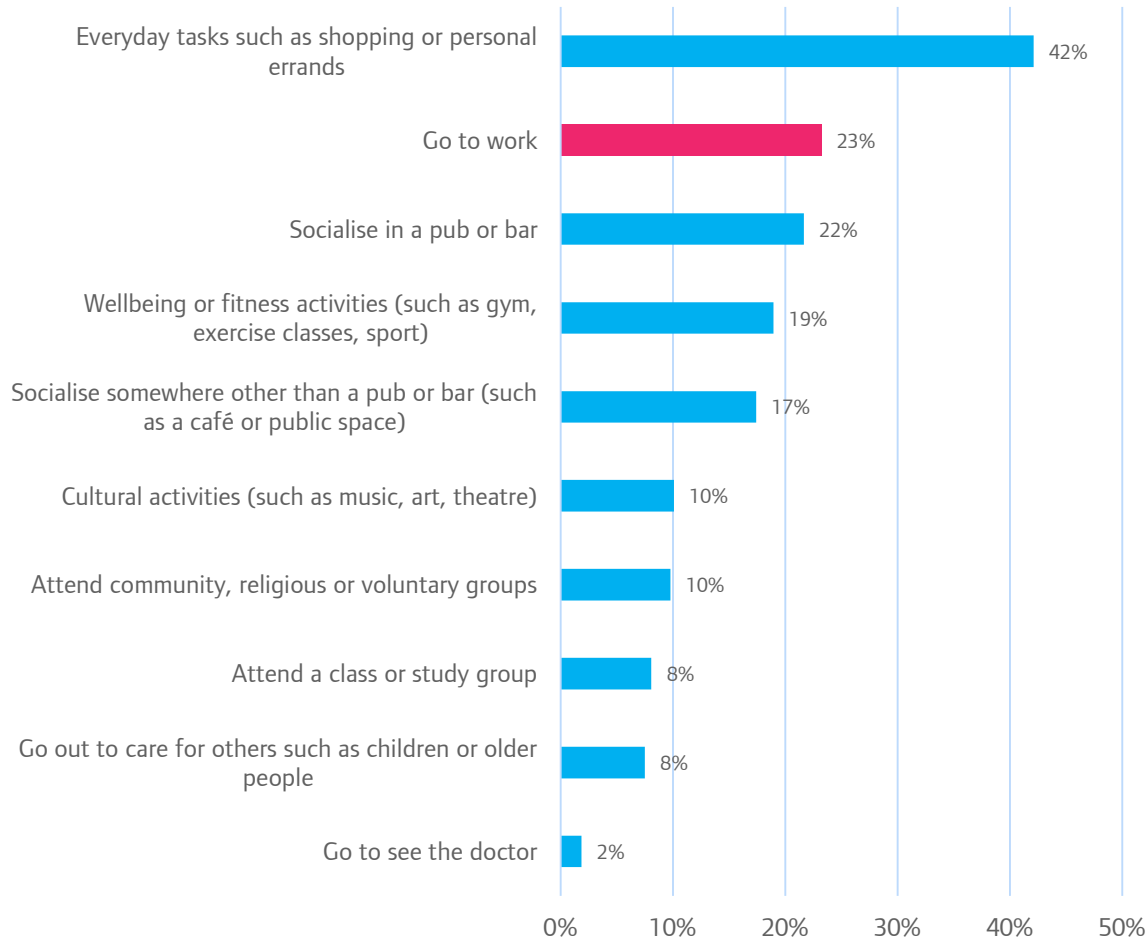
What impact do you think the introduction of 24-hour tube services (or the Night Tube) is having on..?

	% Positive impact	% Negative impact	% No impact
...Londoners who need to travel during the night to get to work	81%	3%	16%
...London's night time economy	71%	3%	26%
...London's reputation as a 24-hour city	71%	4%	25%
...Affordable options for night time travel	65%	5%	30%
...My feelings of safety travelling around London at night	44%	11%	45%
...Anti-social behaviour	14%	28%	58%
...Noise	10%	28%	62%

4. WORKFORCE AT NIGHT

Nearly a quarter of Londoners (23%) say that they 'go to work' between the hours of 6pm and 6am at least once a week

Activities? (% who selected 'once a week')



- This data should be understood in the context of work by GLA Economics to quantify the scale of night-time working in London, and the balance of sectors involved.
- From this survey finding, it is not possible to determine what respondents mean when they say 'go to work': for example, where that covers the start of the working day, staying late occasionally at job which typically has daytime hours, or how their hours are split or vary across day and night.
- The most recent ONS figures suggest 31% of London's workforce *usually* work during the evening or at night.
- From our survey, night time workers are more likely to be male (26% vs 20% female) and BAME (27% vs 19% white)

Working at night is disruptive and demanding, though it is easier if there is structure (e.g. having a rota)

- A key challenge night-time workers face is adjusting their sleep patterns, especially when called in for last-minute shifts.
- The main downside of working at night is the impact this has on peoples' social and family lives e.g. having to miss out on celebrations and events, and harder to meet up with friends.
- Often unable to do chores (shopping, going to the bank etc.) during the day, and cannot go before or during their night shifts as places are closed. Have to do everything on the weekends.
- The only real benefit of working at night is that their workload can be reduced and less busy compared to day shifts – can be easier to get work done, though also less social interaction.

"I always try to get my hours of sleep some way, even if it's in bits and pieces and stuff like that, and it's tiring, genuinely tiring." (Night time worker)

"I do know that shops are open until nine o'clock and then they shut, for example if I finish work late... all of our stuff has to be done at the weekend." (Night time worker)

"It does impact my social life because obviously if I'm doing three nights in a row I can't do anything but just to go home, eat, sleep, repeat and then go to work." (Night time worker)

Night-time worker case studies (1)

Event Organiser/ Event Photographer/ DJ

- Working at club events for 7+ years
- Used to work 9-5 which was more secure, reliable and easier to work
- Little structure (only has regular events 2 nights a week) which makes it difficult to keep a routine
- Drives to events, but **difficult to park. Night Tube is helpful**, but restricted to the weekend and doesn't cover where he needs to go.
- Used to be easier to **socialise after events**, e.g. go to late night beigel shop, but harder to find these days

IT Consultant

- Job often involves night shifts (usually 8pm-8am) – there is a rota, though the frequency can vary once a fortnight to 5 nights a week.
- Has a flexible manager, and is encouraged to take TOIL
- Impacts on social life – often too tired on weekends to do anything. Also misses events and occasions, e.g. working on Christmas eve
- Works near a busy high street that caters for night time workers, though has to **rely on the weekends** to do most of his shopping and chores

“There used to be a time where at the end of any event, the roads were busier, the after-hour eateries, whether it's the restaurant or the kebab shop, were busier...everyone would head to the local 24-hour bagel shop or 24-hour coffee shop. Wherever it was everyone would head there. It doesn't feel like that anymore.”

Night-time worker case studies (2)

Nurse

- Works night shifts in hospital (7:30pm-8am) 3 or 4 times a week
- Has a rota, usually 4 weeks in advance, but sometimes has last-minute shifts
- Main advantage is that there is less work at night and is usually quieter. Though when it does get busy, it can be difficult as fewer staff are around
- Transport to and from work is fine as lives near a tube station and has a short commute

“We do have a rota set in four weeks time so we kind of know which shifts we're working but sometimes they have to change it on the day before because they need to cover the night shift as well.”

Shop Assistant

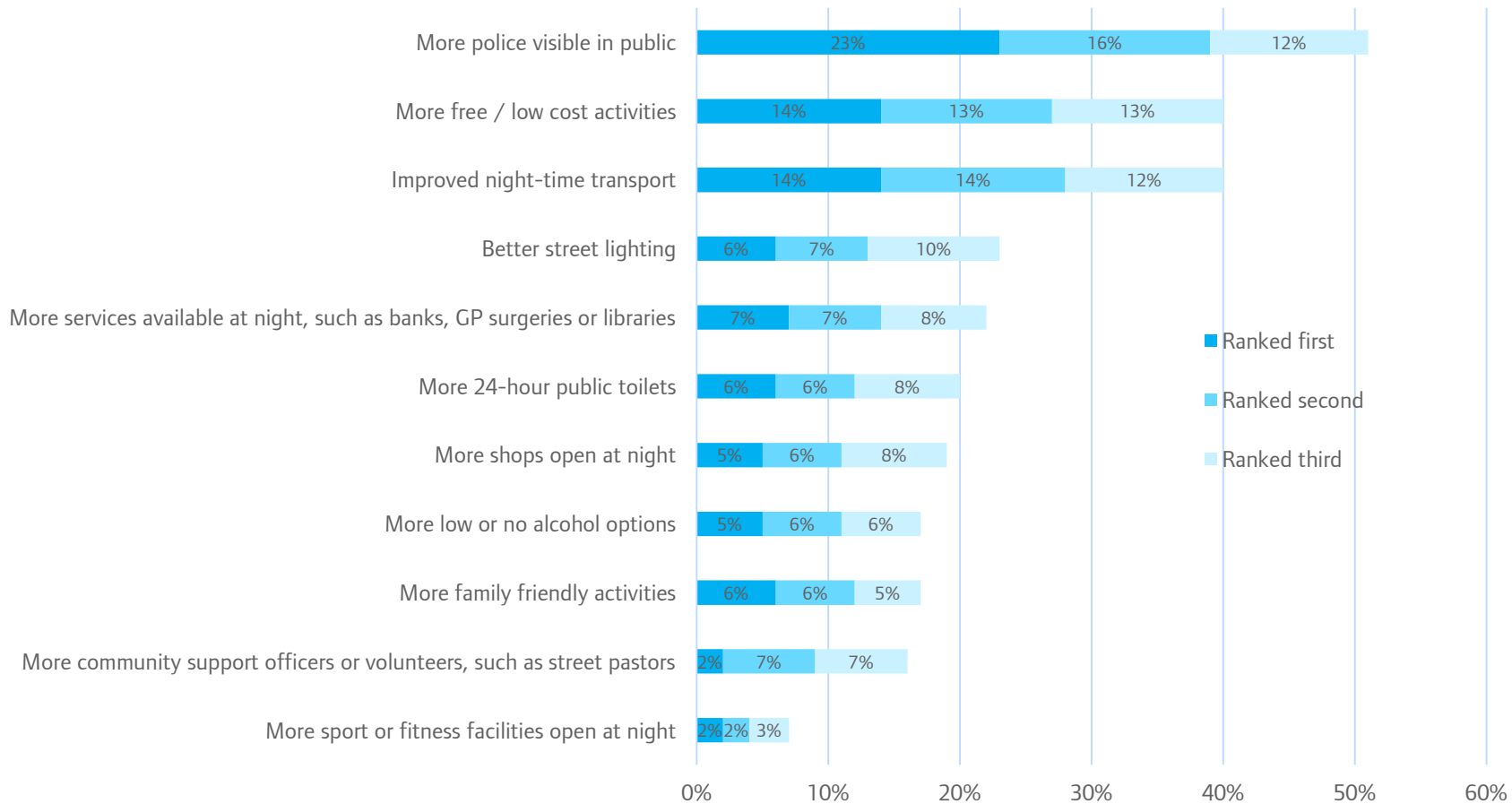
- Works night shifts at Tesco (11pm-7am) 3 nights a week
- Based in Zone 3 – nowhere available before or during her shifts, e.g. shops
- Supplements her day-time job, though difficult to balance both jobs
- Transport to and from work is fine as she often drives, however can feel **unsafe when taking the bus** (especially when walking to and from bus stop, as it is poorly lit)

“Your family life is really limited and going out on the weekends, just saying goodbye to that now because you're going to miss peoples' birthdays, you can't get time off.”

5. PRIORITIES FOR LONDONERS

The number one priority for Londoners is more visible police at night, followed by more free/ low cost activities and improved night-time transport

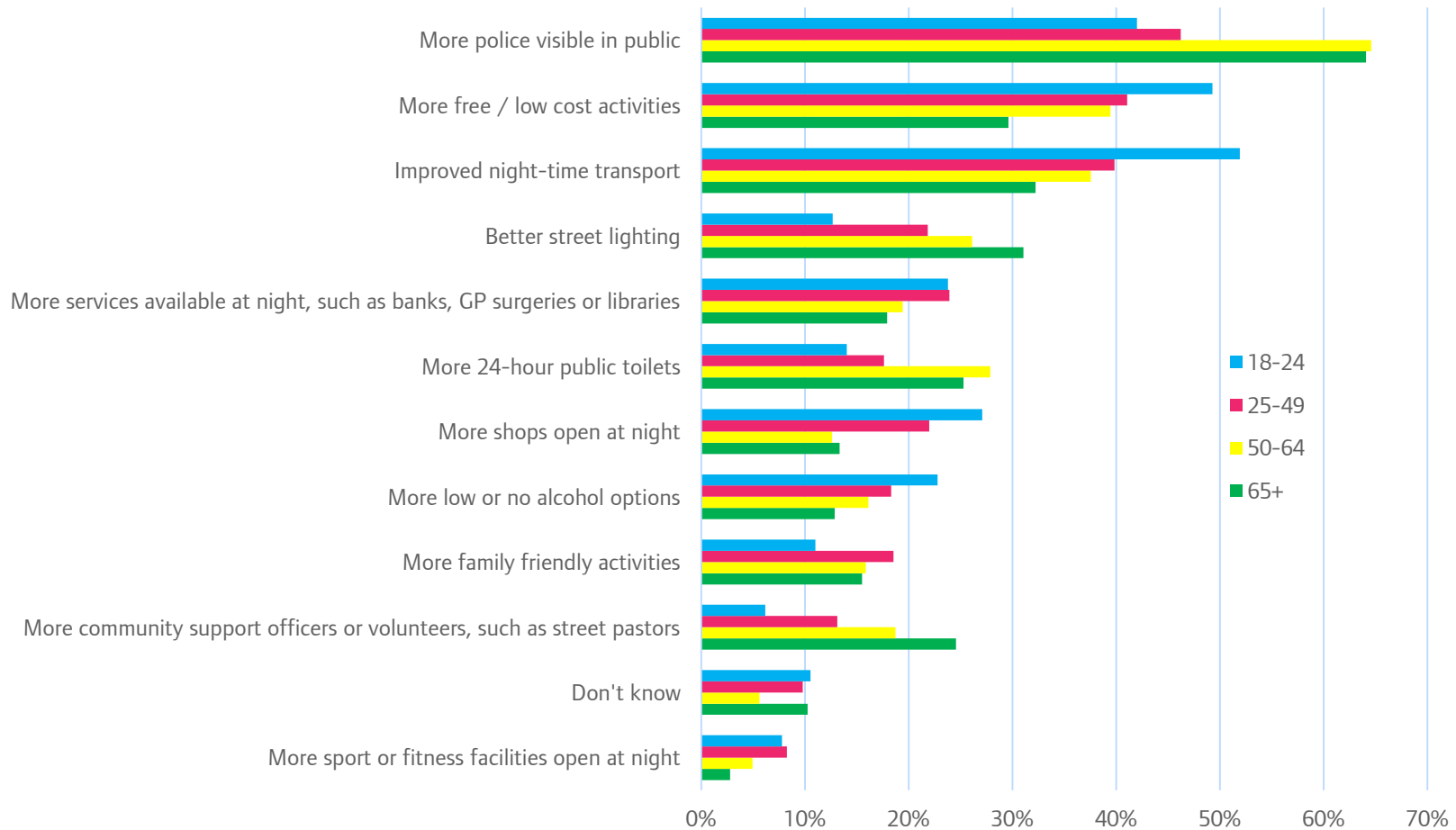
Thinking about night-time activities, which of the following would you most like to see prioritised in London? (% ranked in top three)



Source: GLA Intelligence (2018) March 2018 GLA/YouGov Poll. This survey was conducted between 26th February – 1st March 2018 with a response of 1,063 Londoners. The survey has been weighted to be representative of all adult Londoners.

Older Londoners particularly support more police visible police, whereas younger Londoners (18-24) prefer more free or low cost activities, and improved transport

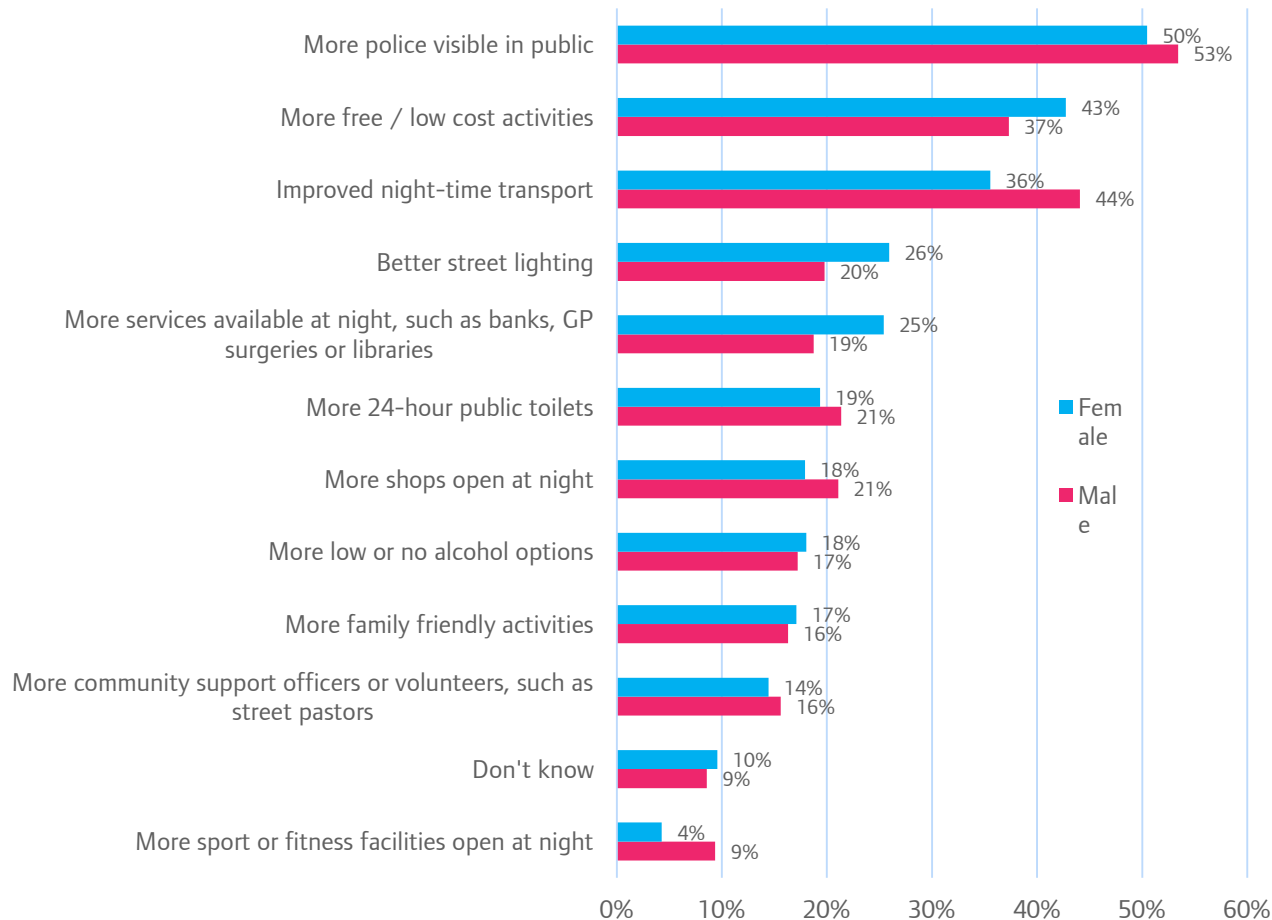
Night time priorities (% by age)



Source: GLA Intelligence (2018) March 2018 GLA/YouGov Poll. This survey was conducted between 26th February – 1st March 2018 with a response of 1,063 Londoners. The survey has been weighted to be representative of all adult Londoners.

There are some gender differences for night time priorities, but both men and women prioritise more police

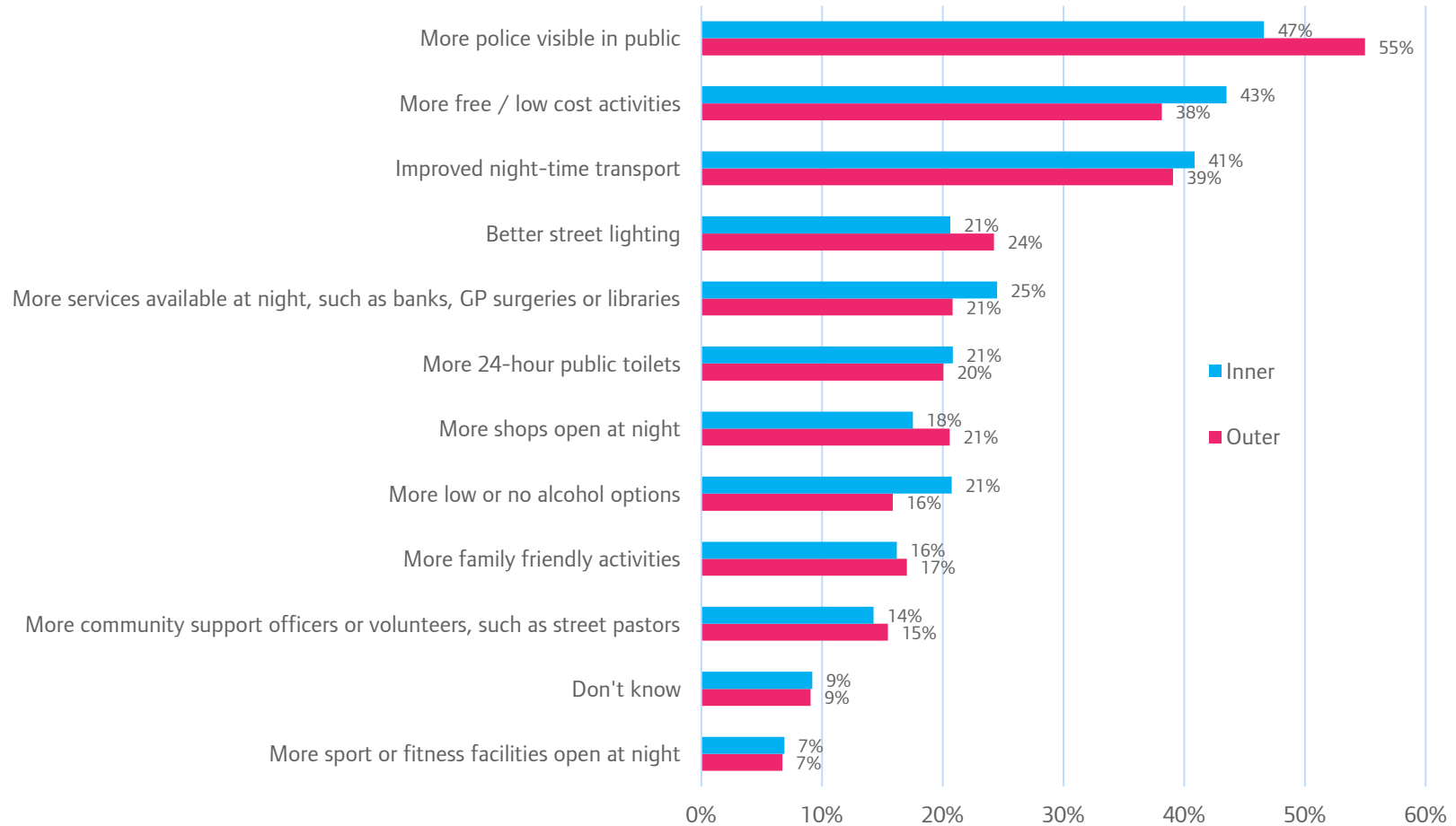
Night time priorities (% by gender)



- Women more likely to want more free/low cost activities (43%, to 37% of men).
- Men more likely to want better night-time transport (44%, to 36% of women).
- Women are slightly more likely to want more street lighting, but slightly less likely to prioritise more visible police.

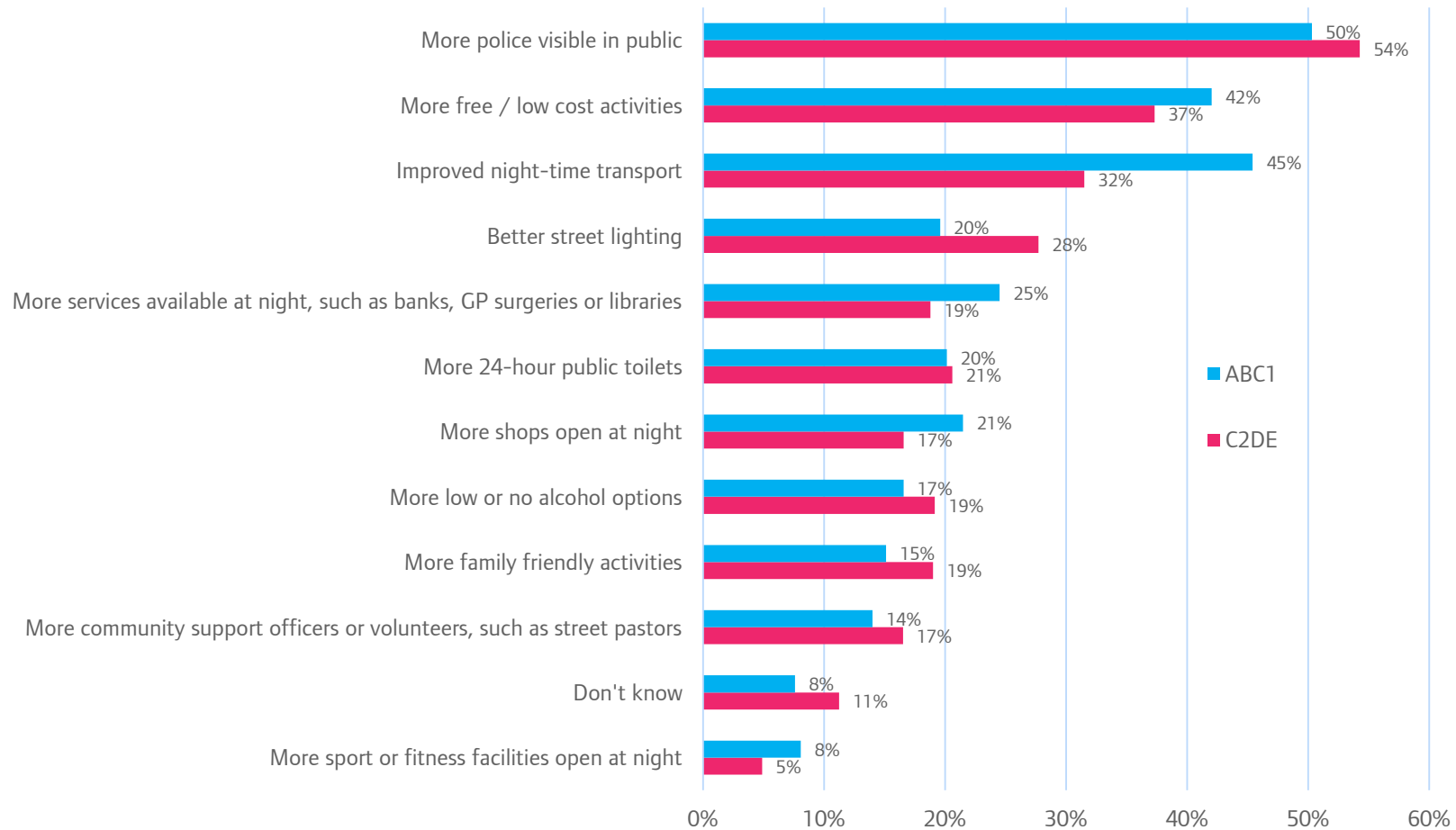
Outer Londoners are more likely to prioritise police presence than inner Londoners

Night time priorities (% by inner/outer London)



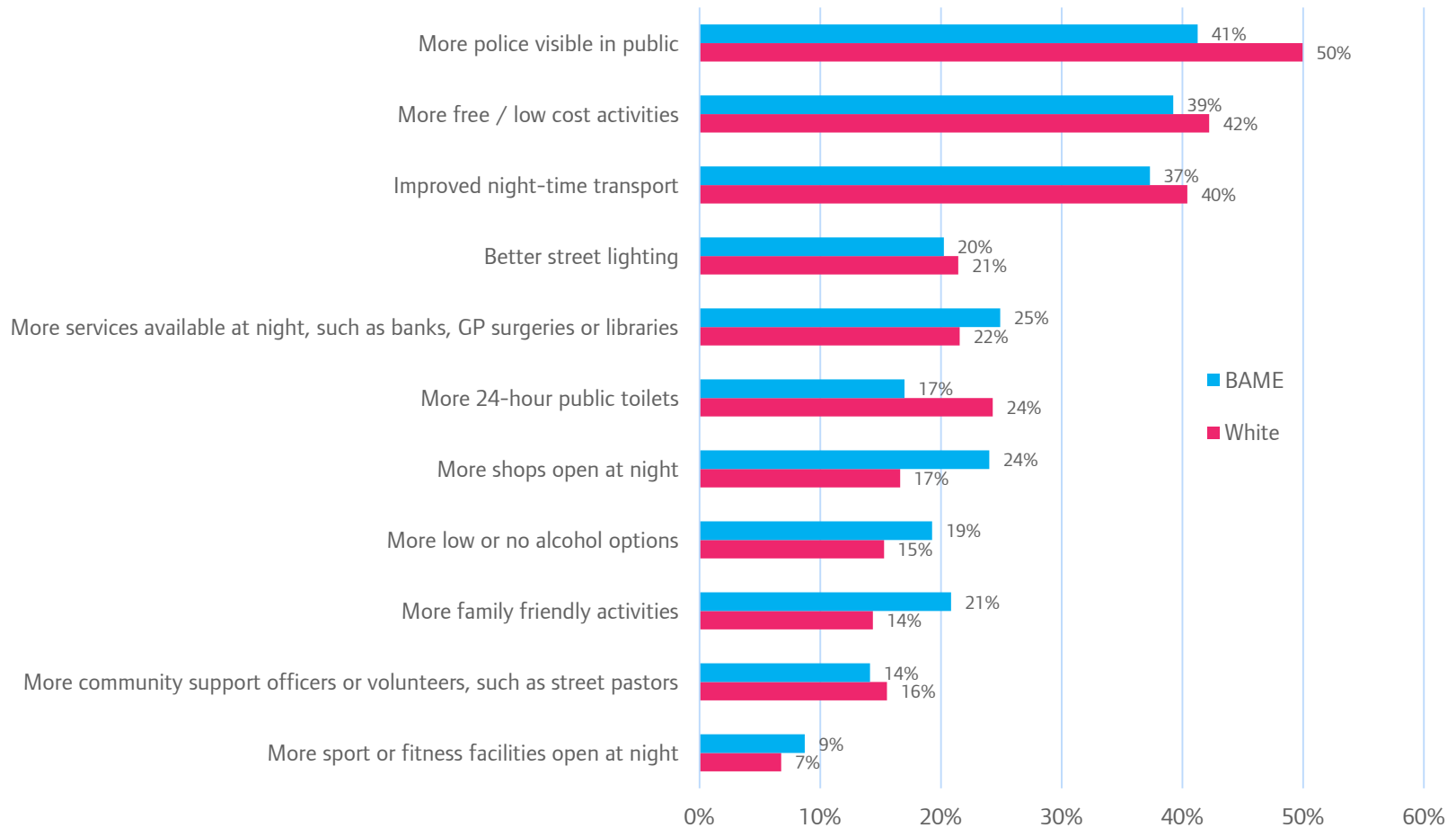
Lower social grade (C2DE) Londoners care more about street lighting, whereas higher social grade (ABC1) want better transport and more services open at night

Night time priorities (% by social grade)



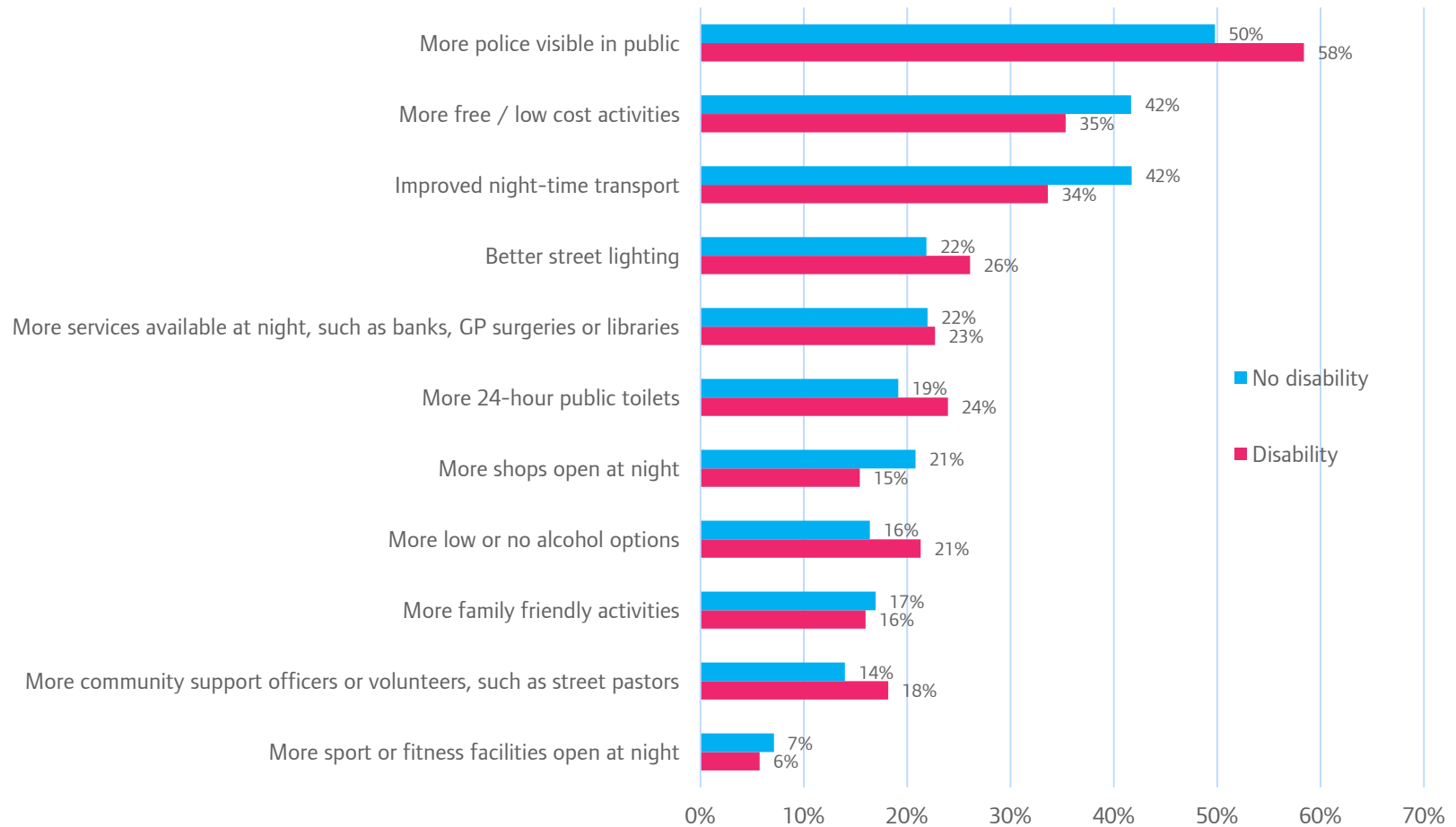
BAME Londoners are less supportive of having more police visible in public. They would like more shops open at night and more family friendly activities than white Londoners

Priorities (% by ethnicity)



Disabled Londoners strongly prioritise more visible police in public, more-so than better transport

Night time priorities (% by disability)



Most participants would like to see London's night time offer develop, and provided further ways in which to improve it

- Most benefit from London's night time offer and would like to see it continue to develop.
- Though they think it is important to protect residential areas and keep night life separate, especially from noise pollution and rubbish.
- Some suggested utilising isolated and derelict areas (e.g. industrial estates) and having more 24hr venues or services away from residents.
- Outer Londoners want more options and variety outside Zone 1, though many still enjoy going to central London and getting out of their local area.
- Many participants want more options and variety with late-night food and drink (currently limited to late-night fast-food).

"Supporting the night time economy can only benefit the long term attraction of London." (Talk London respondent)

"Industrial estates, like in Croydon for instance...I think that you could turn somewhere like that in to a 24 hour shopping mall but not in Croydon Town Centre because then you're going to affect more people that live there." (Focus group)

"There's nothing at all in terms of nightlife [in Stratford]...It's popular for its redevelopment, refurbishment and Westfield, but then you have no nightlife." (Focus group)

"I think that you may be better advertising free and discounted events." (Focus group)