

## Late Night Levy - Year 7 Q1 Update (November 2023 to January 2024)

### 1. Year 7 Year To Date Income

1.1 Total receipts in Year 7 Q1 amounted to £177,956.

### 2. Hackney Nights Statistics

2.1 A total of 178 nightlife and security staff were trained this quarter, compared to 210 last quarter.

2.2 A total of 187 engagement visits were conducted across the borough.

2.3 We have 8 additional venues who have become accredited, for a total of 33.

2.4 We have 9 additional Hackney Nights portal sign ups.

2.5 We have had 29 advice sessions as part of the advice service, see point 4.

### 3. Borough-wide pubwatch 2024

#### 3.1 Photos



3.2 Operators across the borough attended the Hackney Nights boroughwide pubwatch on Wednesday the 31st January to discuss Night Time Economy and to mark the

launch of the new GLA funded business-friendly regulation project as well as the upcoming Night Time Strategy.

- 3.3 Speakers Sam Mathys, Music Venue Trust, Cllr-Fajana-Thomas, Det Supt Brittany Clarke, Maurice Mason and London's night czar, Amy Lame discussed issues affecting the night time economy. The panel also took questions from the audience.
- 3.4 This annual event was our biggest yet with 120+ in attendance from local businesses. All the feedback received from businesses will feed the ongoing work in this area.

#### **4. Pre-application Licensing Advice Service**

- 4.1 We have launched our GLA funded Licensing advice service in January 2024.
- 4.2 The service is for those considering applying for a licence or varying an existing licence. It helps them:
  - familiarise them with our Licensing Policy and the standard set by the Hackney Nights accreditation scheme
  - choose the right type of licence and / or application
  - fully complete the application correctly and signposting to relevant sources of information for drawing the plans (where relevant), site and newspaper notices
  - understand the reasons for applying certain policies to an application
  - give specialised advice around safety and policies to reduce nuisance
- 3.3 The current economic reality for businesses means they may need to adapt their business models and operations and this service intends to make it easier for businesses to do that while operating in a way that does not add to the cumulative impact of their respective areas.
- 3.4 We also co-delivered a workshop with Music Venue Trust to all grassroots music venues on the present day challenges. The workshop covered the new noise and planning checker, agent of change and funding.
- 3.5 In the first month alone we have delivered 29 advice sessions in regards to Licensing and Noise, 5 of these major site visits.

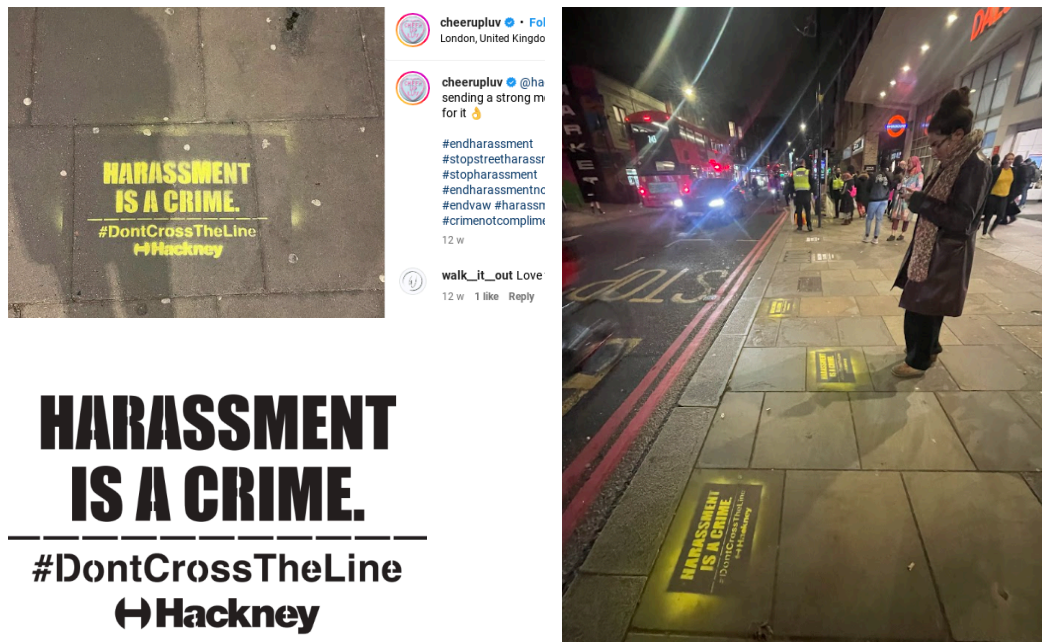
#### **4. #DontCrosstheLine**

- 4.1 As part of the 16 Days campaign, we launched #DontCrosstheLine across the borough, which aimed to tackle harassment and misogyny in the night time economy.

#### **4.2 Stencilling**

We teamed up with Young Hackney to identify areas across the borough where young women have experienced harassment.

Undertook 3 days of temporary pavement stencilling with young people to target those areas, which lasted the duration of the 16 days campaign.



**HARASSMENT  
IS A CRIME.**

**#DontCrossTheLine  
Hackney**

Feature on @cheerupluv Instagram account

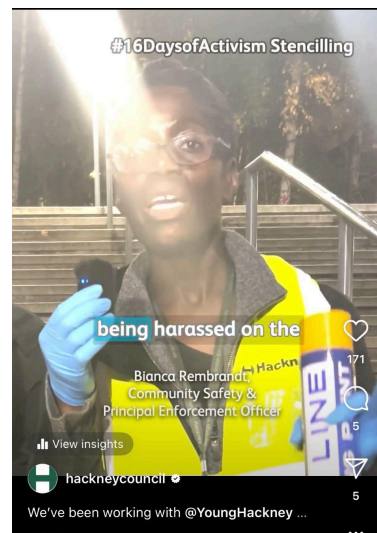
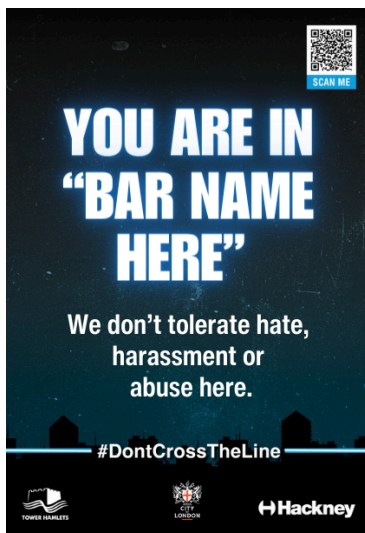
4.3 We held two pop ups in the night time economy on the first weekend in December, to mark the start of the festive period.

- A total of 840 Water bottles were handed out.
- A total of 720 QR codes were handed out.
- A total of 20 Flip Flops were handed out.
- A total of 50 T Shirts were handed out to members of the public
- 500+ condoms handed out.
- Mobile Messaging Vehicle was out distributing crucial VAWG messaging.
- Police Vigilant unit focusing on predatory behaviour.
- 775 Total Engagements with the public



#### 4.4 Social Media

We had quite a lot of organic social media reach through members of the public but also our venues shared on their platforms as well. We made a version of the campaign poster where venues could put their own name in and personalise the message.



#### 4.5 Campaign Evaluation

Quantitative metrics:

- 200k social media impressions since September
- Triborough launch announcement 5.3K views
- Hackney Nights reel 5.7K views

Other measures:

- Qualitative feedback
- Campaign coverage and visibility
- Public awareness
- Fall in sexual offences
- Feelings of safety

## **5. Policing, Enforcement and Welfare**

- 5.1 We had extra Police and Enforcement resources for the festive period as well as the mobile messaging vehicle out with special festive messaging.
- 5.2 We are now sending out a weekly safety briefing to all bars, pubs and clubs ahead of every weekend with tips and tricks or things to look out for as well as the creation of a new inbox for intelligence and information sharing - [night-intel@hackney.gov.uk](mailto:night-intel@hackney.gov.uk) which is managed by our Community Safety data specialists.
- 5.3 We saw a drop in sexual offences the entire festive period when compared to last year, with no night time economy linked sexual assaults, following the #DontCrosstheLine campaign launch.

## **7. Conclusion**

- 7.1 The new Levy year has started on the strongest terms, engagement with licensed premises has never been higher and this partnership is essential on the delivery of numerous other projects as we saw with the #DontCrosstheLine campaign, where sharing and support from operators was the highest it has ever been. Local voices are essential to the success of Hackney Nights and the safety of our night time spaces.
- 7.2 The Licensing Advice service has been the most valued addition to the Hackney Nights arsenal of deliverables, with our team providing much needed guidance but also reassurance that the council is there to support them and want them to succeed.
- 7.3 The Licensing Service will continue to prepare and present quarterly updates to the Licensing Committee which, as well as the Late Night Levy Board, will maintain oversight of the Levy moving forward.