

# Evening Economy

## Component Factor

Yes, part of Activity ([view](#))

## Ranking

Evening Economy	Rank	Score	Descriptor
Influence	56 <sup>th</sup> out of 237	4.10 out of 5	Highly Influential
Control	33 <sup>rd</sup> out of 237	3.57 out of 4	Controllable
Priority	18 <sup>th</sup> out of 237	14.63	Very high priority

## Description/Definition

Evening economy refers to all economic activity taking place in the evening after many people finish daytime employment, such as eating and drinking, entertainment, and nightlife. This economic activity is therefore classed as outside traditional opening hours.

## Why does it matter? (Influence)

Having an evening economy is important for a high street or town centre in order to drive footfall outside of traditional opening hours, making the place more flexible and adaptable to change. Having a stable evening economy can also help reduce crime and enhance safety of an area. Additionally, it can attract different demographics to use an area, for example, younger people and students could be potential users (Biddulph, 2011).

## What can you do about it? (Control)

In order to facilitate a more robust evening economy, town centre management can encourage more hospitality-led organisations such as bars and restaurants to establish themselves in the place. Other solutions could be hosting evening events that people who workday-time jobs would be able to attend. Additionally, installing better lighting in the high street/centre could enhance the perception of safety in the area and help drive footfall to participate in the established evening economy (Bromley et.al., 2000).

## See also

Attractiveness; Activity; Opening hours

## References

Biddulph, M. (2011). 'Articulating student voice and facilitating curriculum agency'. *Curriculum Journal*, 22(3), pp. 381–399.

Bromley, R., Thomas, C., & Millie, A. (2000). 'Exploring Safety Concerns in the Night-Time City: Revitalising the Evening Economy'. *The Town Planning Review*, 71(1), pp. 71-96.