



City of
Amsterdam

SUMMARY IMPLEMENTATION AGENDA
NIGHT CULTURE

2023-2026

Amsterdam is making space for its night culture

When it comes to night culture, Amsterdam is both a shining example and a creative hub. Our city boasts the Melkweg, Paradiso and Amsterdam Dance Event (ADE), as well as internationally renowned venues and events – not to mention popular hotspots like Radion, Club Church, Bitterzoet and Garage Noord. Plus, at the margins, we find people making space for innovative experiments. Night culture is an integral part of our city. The night offers countless individuals, scenes and subcultures a place to let off steam and recharge.

Our night culture has faced down many challenges in recent years, from coronavirus and lack of available space to short-term rental contracts, rising rent levels and other costs. These obstacles have forced some clubs to close their doors. We know that the City of Amsterdam can't solve every problem, but in 2021, as part of our commitment to supporting our thriving night culture, we produced our Night Vision. Alongside that vision, now there's also the Implementation Agenda for Night Culture that sets out 15 measures, with an emphasis on adding more locations and spreading out over the whole city. We've reserved a budget of €2.2 million to achieve our goals.

To make this agenda a reality, we are working with the people of Amsterdam and night culture initiators. The entire municipal organisation is involved, as are social partners, area developers and the cultural sector. We want to give our night culture a boost to acknowledge its place as a vital element of Amsterdam's cultural life – and that is only possible when we work together.

If you'd like to find out more, you can download the Night Vision (2021) and the complete Night Culture Implementation Agenda (2023) on www.amsterdam.nl/en/leisure/night-vision/.

Structure of this document

This summary of the Night Culture Implementation Agenda is divided into three themes: 1. Space and regulations; 2. Representation of the sector; and 3. Subsidies and support for the sector. Each theme has dedicated action points to be implemented through 15 different measures.

Definition of night culture

Night culture includes all arts and culture offered between 10 pm and 6 am, such as nightclubs, music venues and meeting places that mainly perform their sociocultural role in our nightlife.

3 themes, 10 action points, 15 measures, €2.161.400

Space and regulations

Measure 1: Night culture location survey

📅 Second half of 2023 and 2024 💰 Variable²

Measure 2: Night culture in the Arts and Culture Accommodation Plan 2023-2027

📅 2023

Measure 3: Explore the 'Agent of Change' principle

📅 2024

Measure 4: Creative hubs for night culture

📅 First half of 2024-2026 💰 150.000¹ euros

Measure 5: Research into residents' needs

📅 Second half of 2023-2024 💰 Variable²

Measure 6: Night culture taskforce

📅 2023-2026

Measure 7: Analysis municipal regulations

📅 2024

Subsidies and support for the sector

Measure 10: Scheme for young people

📅 2024 💰 1.161.400 euros

Measure 11: Pilot fund for noise reduction and sound insulation

📅 2024-2026 💰 200.000¹ euros

Measure 12: Day and night culture crossovers in the Arts Plan 2025-2028

📅 2025

Measure 13: Roadmap for night culture initiatives

📅 2024 💰 Variable²

Measure 14: Investigate the feasibility of 'cultural club' legal status

📅 Second half of 2024 💰 Variable²

Measure 15: Academy of Club Culture

📅 Second half of 2023-2026 💰 100.000 euros

Representation of the sector

Measure 8: Sustainable consultation structure between City and sector

📅 Second half of 2023-2026

Measure 9: Financial support for the Night Mayor Foundation

📅 Second half of 2023-2026 💰 400.000 euros



1. The resources for measures 4 and 11 will be flexibly deployed in the period 2023-2026.

2. For measures 1, 5, 13, and 14, a total of €150,000 is available until 2026

Theme 1: Space and regulations



How do we allocate space in Amsterdam when it is at such a premium?
How can we organise the city to make it attractive and accessible for everyone?
We take time to consider the interests of residents, entrepreneurs, initiators and area developers, as well as all the businesses that are responsible for our infrastructure. This can cause tensions, but we need to develop opportunities for a vibrant night culture.

Action points and measures

1. Permanent and temporary places for culture in the night

Amsterdam is making space for night culture in new parts of the city. We want to ensure that, whenever a new area is created, the needs of all current and future residents are taken into account. At the same time, we are exploring options for successful initiatives in temporary accommodation to find their new, permanent home.

Measure 1: Night culture location survey

We are identifying areas and locations for night culture. This survey allows us to take up opportunities for new sites for night culture, whether those sites are permanent or temporary. One great example is the Tunnel in Zuidooost (South East), where an underground parking garage has been temporarily transformed into a night culture space.

Measure 2: Night culture in the Arts and Culture Accommodation Plan 2023-2027

The Arts and Culture Strategic Accommodation Plan 2023-2027 sets out the available opportunities and locations to celebrate every kind of art and culture. We are focusing specifically on where we can create space for night culture, for example in creative hubs, and as municipal buildings become available we'll explore their suitability as night culture locations.

Measure 3: Explore the 'Agent of Change' principle

We're looking into whether we can increase the use of the 'Agent of Change' principle to protect our night culture in Amsterdam. Cities like Toronto, London and San Francisco work on this basis – that 'the last arrival should adapt' –

and see it as the guiding principle for developers, permit-granting bodies and spatial planners. Where this principle is applied to area development and the permit process, night culture is no longer seen primarily as a source of inconvenience but as a valuable aspect of the character of an area.

2 Night culture at temporary locations

Creative hubs provide affordable space for creatives, artists, cultural entrepreneurs and artisans in the creative industry. For many creators, the hub gives them the boost they need to get started as independent professionals. Sometimes creative hubs promote interaction between the culture of both the day and the night, providing studios, booths and venues to make recordings, a DJ booth and locations for DJ lessons and events.

Thanks to our Creative Hub policy, initiators who have great ideas can get the opportunity to develop creative hubs that focus specifically on night culture.

Measure 4: Creative hubs for night culture

Right now, Amsterdam has only a small number of creative hubs that specifically serve initiatives aimed at broadening options and diversity in night culture. We're exploring the possibilities at existing locations, as well as investigating temporary options at locations that may not be suitable for an established nightclub but that could become a creative hub. For example, at set times, studios or workshops could be transformed into clubs.

3 Identify residents' needs

Amsterdam aims to find the perfect balance between vibrancy and quality of life. Plans to introduce new night culture in residential areas always consider the interests of the people who live there. At the same time, we're keen to meet the needs for night culture and events among both current and future residents. We have commissioned research to make sure that our policy is in line with what these city districts need.

Measure 5: Research into residents' needs

We will measure the level of support for specific forms of night culture and identify people's wishes. The research covers a range of topics, such as safety, accessibility and quality of life. We expect this research to make a valuable

contribution to developing and supporting new initiatives, and it will also give us a better understanding of each district's needs.

4 Streamline municipal processes and procedures

We understand that initiators face unclear or slow procedures when developing their initiatives. We want the City to be proactive, for example in allocating locations and permits, to ensure that initiators have clarity at an earlier stage about what is and is not possible.

Measure 6: Night culture taskforce

Arts and Culture is taking the lead, bringing together colleagues from a range of different domains to find solutions to issues of space and permits. The rotating membership of this Night culture working group will include employees from departments such as Arts and Culture, the Creative Hubs Office, the City Event Planning Agency and Public Order and Safety. The group will work closely with the city districts. Ideally, each city district should have its own point of contact for night culture, to safeguard local management of a vibrant night culture.

Measure 7: Analysis municipal regulations

We want to bring our night culture regulations into alignment with the situation on the ground. In 2024, we will analyse the existing regulations and identify any challenges or obstacles to generate recommendations for improvement.

Theme 2: Representation of the sector



The sector is working to become more organised. The appointment of the new Night Council and the election of the new Night Mayor are steps in the right direction. Now we need central action on matters such as safety, health, accessibility, representation and diversity, while at the same time the City and the districts should expand their capacity to ensure that night culture gets the attention it deserves.

Action points and measures

5 Structural consultation with Night Mayor and Night Council

The Night Council was set up in 2022 to advocate for the interests of Amsterdam's night culture. Members of the Council focus on matters that are important to the night, such as transport and security. The responsibilities of the Night Mayor, who was elected in March 2023, include acting as the spokesperson for the Night Council.

Measure 8: Sustainable consultation structure between City and sector

Every three months, the Alderperson for Arts and Culture meets with the Night Council and the Night Mayor. This ensures direct, regular consultation and bridges the gap between the sector and the City. In consultation with the city districts, we are investigating how we can inform night culture initiatives more quickly about neighbourhood complaints, so that the sector can respond adequately.

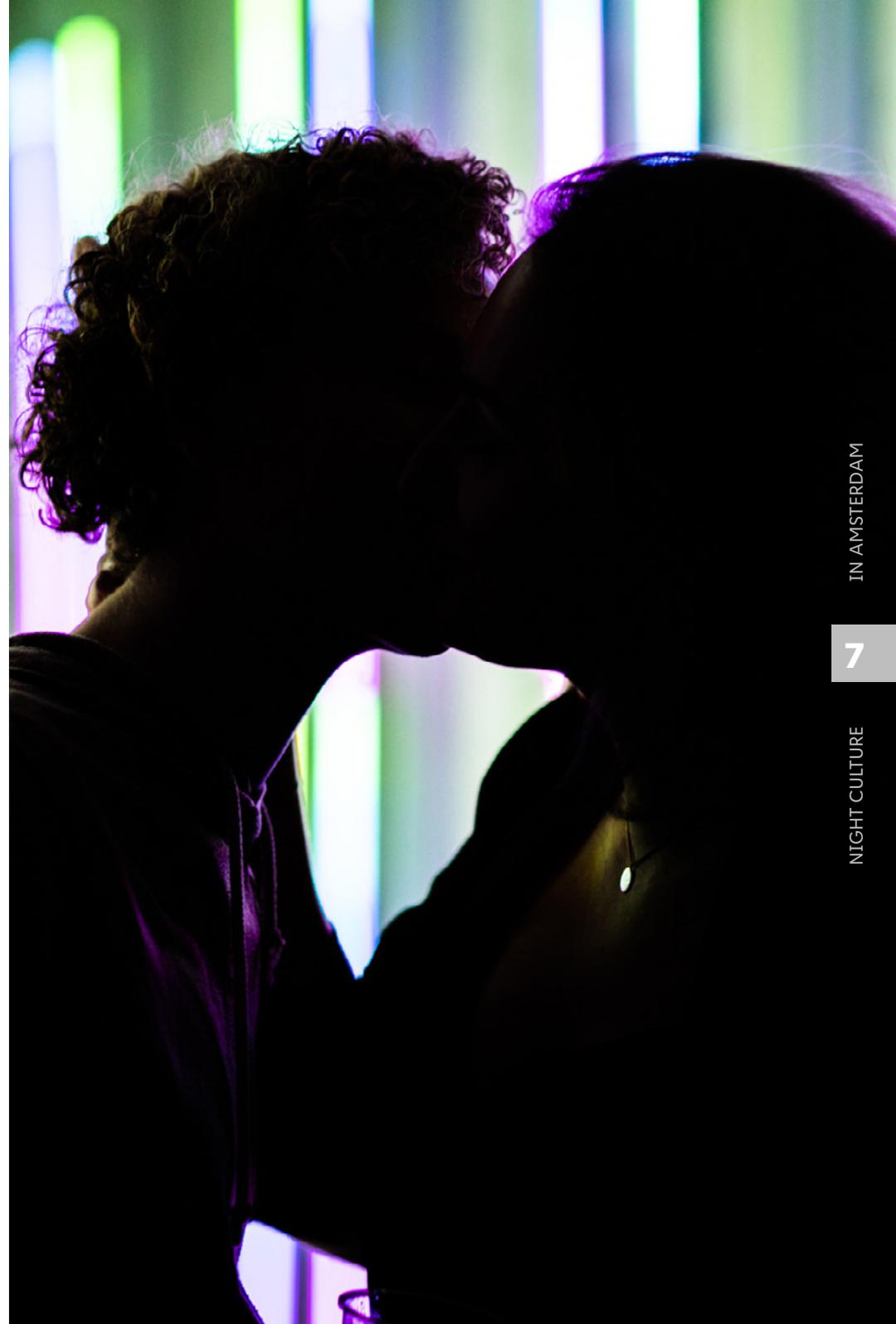
6 Nightdesk

Although the City has been holding monthly open consultations since 2022, this arrangement needs to be expanded. One of the measures we are exploring is whether some of these responsibilities could be delegated to the Night Mayor Foundation (*Stichting N8BM*) so the Foundation could advise on issues such as safety, awareness and sustainability.¹ The Foundation already organises training courses and workshops through club ethics.

¹ N8BM is short for 'Nachtburgemeester', or Night Mayor; for more information, go to nachtburgemeester.amsterdam/English

Measure 9: Financial support for the Night Mayor Foundation

Amsterdam was the first city in Europe to appoint a night mayor, with the new Night Mayor being elected in 2023. The Night Mayor Foundation functions as an independent point of contact and representative for makers and initiatives, and the Night Mayor team advise the City on solutions relating to physical and public safety, accessibility, transport links, diversity and sustainability.



Theme 3: Subsidies and support for the sector

Having achievable requirements and objectives can make subsidies more accessible to night culture organisations. We also need to create a place to share knowledge about the history of Amsterdam's night culture.

Action points and measures

7 Subsidy schemes and support

The Arts Plan 2025-2028 promotes crossovers between established institutions and our night life. We are also setting up schemes for creatives who rarely or never compete for subsidies at the moment, as well as supporting knowledge transfer, development and resilience in the Amsterdam night.

Measure 10: Scheme for young people

We use a special subsidy scheme, facilitated by the Dutch government, to invest in young talent with plans for the night. The scheme is primarily aimed at self-taught young people, informal networks and young first-time applicants, with experienced makers offering these young people the benefit of their expertise within a mentoring programme.

Measure 11: Pilot fund for noise reduction and sound insulation

Berlin's *Schallschutzfonds* provides for sound insulation in clubs and at pop concert venues in the German capital. Amsterdam is piloting a similar fund to prevent and limit noise nuisance for people who live near clubs. Clubs can apply for funding to cover part of their investment in sound insulation and technologies to reduce noise.

Measure 12: Day and night culture crossovers in the Arts Plan 2025-2028

We want to encourage cultural institutions to programme more events at night, or to schedule day-time events that run over into the night. The Arts and Culture Outline for 2025-2028 sets out our plan.

8 **Guidance for night culture initiators**

We will ensure that everyone has access to the same guidance with starting up a company or an initiative. This includes information about support for safety and awareness. Providing better information can reduce obstacles and create opportunities for a broad group of people within our night culture.

Measure 13: Roadmap for night culture initiatives

The City is working with the sector to draft a digital night culture roadmap. The roadmap contains information about applying for permits and subsidies, together with a list of relevant departments in both the central city government and the city districts.

9 **Legal framework for cultural clubs**

Some clubs in Berlin have achieved official status as cultural institutions. In the German capital, this status functions primarily as a way to introduce or relocate clubs in new neighbourhoods. Before we can apply the Berlin model of protected status to Amsterdam, we need to set up a legal framework to serve as a policy instrument.

Measure 14: Investigate the feasibility of 'cultural club' legal status

We are exploring how cultural status could work in Amsterdam, for example in land-use planning or subsidy applications. We are also looking at the various characteristics of a club that could improve its eligibility for the status, as well as investigating whether night culture could achieve a UNESCO intangible heritage designation.

10 **Knowledge transfer and mentoring**

A permanent institute, run by and for our night culture, could play a key role in the development of a new generation of cultural professionals in Amsterdam.

Measure 15: Academy of Club Culture

The sector is currently setting up an Academy of Club Culture. The goal of this Academy is to retain knowledge and experience and to support new generations in their professional development. The City of Amsterdam has commissioned a model for the Academy.





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