

# GLOBAL NIGHTTIME RECOVERY PLAN

## CHAPTER 6 – SUSTAINING OUR NIGHTLIFE SCENES II: SUPPORT MODELS FOR NIGHTLIFE BUSINESSES

Introducing the **Global Nighttime Recovery Plan (GNRP)**, a practical guide for cities that are trying to determine the best way to design and safely execute a strategy to reopen and reactivate their creative and night-time economies. The guide was created in response to the severe vulnerability of nighttime industries caused by Covid-19, and in acknowledgement of this unique opportunity for improved, night-centric city planning offered by the crisis.

The GNRP is an international collaboration of some of the foremost minds in nightlife governance, planning and culture, spearheaded by nightlife advocacy agency, **VibeLab**. First conceived in June 2020, it has quickly grown to include the work of 130 practitioners, academics, public health experts, advocates and industry representatives from more than 70 cities spanning 6 continents – that network growing and strengthening with each new chapter.

Download and read the complete chapters via [nighttime.org](https://nighttime.org)

*The GNRP is published by VibeLab*

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## CHAPTER 6 – SUSTAINING OUR NIGHTLIFE SCENES II

### ISSUE STATEMENT

This chapter addresses the ways that national and local governments can help the nighttime sector recover from the impacts of Covid-19.

It focuses on methods other than financial handouts, based on a new mindset of strategic planning and creative partnership, rather than regulation.

### METHOD

A collaborative team of global experts led by Phillip Kolvin QC outlines a 6 step process (below) for governments to holistically support nightlife businesses.

The recommendations are accompanied by global case studies where these steps have been implemented, highlighting successes and challenges in execution.



## MEASURE

- Measuring the nighttime sector will inform all subsequent planning.
- The benefits of building a strong open data set are many, including understanding the make-up of the sector, identifying gaps in provision, making comparisons and measuring progress.
- Useful data points include: footfall, economic output, perceptions of nighttime sector and spaces, customer demographic, number of venues and jobs and many more.

## RECOGNISE

- Remember that the nighttime sector is a social good and worth supporting.
- Ways to do this include: creating a post dedicated to the sector; headline the night in strategy documents alongside other key themes like housing, education and environment; put the night at the heart of social media messaging.

### Case Studies:

*Germany: Club Culture is Culture*

*United Kingdom: Purple Flag*

*Colombia: Sello Seguro in Covid-19*

## DESTIGMATISE

- In many places the night sector is still seen as an unruly place to be tamed; this old fashioned thinking has led to regressive and counteractive policies like lockouts and curfews.
- In the context of Covid-19, intermittent curfews and reopenings have caused mistrust. Businesses are often the ones to take the blame for the inconsistency and shortcomings of these measures, further stigmatising an already vulnerable sector.
- To destigmatise the sector you must: rename it, redefine it, celebrate it, support it and partner it.
- Destigmatising the night also means bringing visibility to nighttime workers and their needs.

## COMMIT

For a government to move beyond being a mere regulator to becoming a supporter and partner of the nighttime sector, they must:

- Put support for nightlife and hospitality in the manifesto
- Create a headline vision for nighttime, as a call to action for stakeholders
- Establish a body to work with and promote nighttime and creative activity.
- Take a specific initiative, such as commissioning a Nightlife Action Plan.

### Case Study:

*The London Vision*

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## POLICY

Translate political commitment to policy, ensuring that it pervades nighttime activity for the benefit of the sector.

Some considerations for developing strong policy:

- Policies should support a wide variety of businesses and night offerings to attract the broadest demographic possible.
- Robustness of policy depends on a sturdy evidence base and proper public consultation with stakeholders
- Promoting diversity is essential, e.g. prioritising businesses led by underrepresented or marginalised groups, reaching out to community groups and considering where aid criteria might exclude particular groups

### Case Studies:

*The London Plan*

*Sydney's 24hr Economy Strategy*

*Philadelphia: Equity in Covid-19 Arts Recovery*

## IMPLEMENT

There is no global blueprint for implementation. This section offers a smörgåsbord of measures to inspire locally-focused ideas, divided into 4 themes (below).

### Financial

As society emerges from the pandemic, direct financial aid will diminish. But there are still many ways that financial assistance can be granted, including:

- Review of licensing fees
- Reducing travel charges at night
- Rent review mechanisms for town centre venues affected by reduction of footfall.
- Revenue raising through tourist taxes and Business Improvement Districts.
- State-backed insurance to cover cancellation of festivals, which insurers are reluctant to cover.

### Case Studies:

*Colombia: Tax Aid for Nighttime*

*Austin, Texas: The Downtown Austin Alliance*

### Regulatory

The purpose of regulation should not be to punish but to protect. This mindset moves away from a hierarchical, antagonistic relationship towards a creative partnership.

Regulation should not be an obstacle for businesses, but a clear and helpful set of rules to help them to comply.

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Ways to do this include:

- Review regulatory schemes to reduce or remove barriers;
- Reclassify nightlife as cultural
- Incorporate “agent of change” principles into policy
- Simplify access to space
- Prevent the loss of venues valuable to the community

### **Case Study:**

*London: Joiners Arms*

### **Promotional**

Towns and cities may consider steps to make their cultural, nighttime, and hospitality activity more visible

- Work with the tourism bureau to market and promote nightlife or particular hospitality districts
- Put hosts and guardians into busy nightlife districts to ensure that visitors feel welcome and safe
- Create or encourage street festivals to activate public spaces and build community cohesion.

### **Case Study:**

*Berlin Day of Club Culture*

### **Physical**

Pavement widening schemes have enabled bars and cafes to spread out onto the pavement or into street parking spaces, also improving the environment of local areas and promoting active travel.

In cities with effective public transport, it may be possible to relocate large 24-hour venues to the periphery to reduce friction caused by gentrification.

Towns and cities should also create or encourage schemes enabling small business start-ups in unused space.

### **Case Study:**

*Mannheim: Comprehensive nighttime support*

## **CONCLUSION**

Covid-19 came at a moment when there was already a mounting global recognition of the importance to local economies and communities of a vibrant nighttime sector. That sector has been at the forefront of economic casualties of the pandemic.

State bodies must step up their partnership with local investors and creators to help the industry survive and prosper long term. In some cases they will need to reimagine their centres to create a culture-led revival.

This can be achieved with a structured and strategic approach; cities can harness the ingenuity of the industry to their own levers of power to create sustainable leisure economies for the post-Covid generation.

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## AUTHORS

### Chapter Lead



**Philip Kolvin QC** (*Licensing Barrister, 11 KBW*) acts for the leading names in leisure in the UK. He is the author of several leading textbooks in the field, an Associate Fellow at the University of Westminster's Centre for Law, Society and Popular Culture, and the Patron of the Institute of Licensing. He is a former Chair of the Institute and also of the Night Time Commission for London, Best Bar None and Purple Flag.



**Robert Gaa** (*Night Mayor, NEXT-Mannheim*) is Night Mayor of Mannheim since 2020, and sets his cultural roots in electronic music. The mechanical technician and DJ is part of several cultural associations and initiatives, currently focussing on concepts to reopen nightlife and to reactivate cultural activities.

### Contributors and Interviewees



**Varghese Chacko** (*President, NYC Nightlife United*) is the Founding Partner and President of NYC Nightlife United, a resource and advocacy non-profit that supports local venues and professionals impacted by the pandemic. He co-founded City Farm Presents which is a festival production and marketing company created by The Bell House and Union Hall team. Varghese is also on the National Independent Venue Association's Diversity, Equity, and Inclusion Task Force Committee. He is excited to help our industry reopen as well as ensuring cultural sustainability for businesses and workers.



**Cody Ross Cowan** (*Executive Director, Red River Cultural District; President, Music Makes Austin; Chair, NIVA Local Organizer's Committee*) is a seasoned music industry veteran and community leader born and raised within the vibrant live music culture and art scene of Austin, Texas. He has worked top-to-bottom in the Austin music industry starting in 1997 while working at two of the most iconic clubs in the city - Emos and Mohawk. Cowan later cofounded the Red River Cultural District



**Eddie Hatitye** (*Director, Music in Africa Foundation*) is one of the most recognisable young cultural operators in Africa. For more than 10 years he has been actively involved in the arts and culture sector, contributing immensely in the establishment of key structures on the continent. As the executive director of the Music In Africa Foundation, a non-profit pan African initiative that he has headed since its inception in 2011, Hatitye has travelled across the globe setting up networks and implementing various projects. Before establishing Music In Africa as a fully fledged NGO, Eddie worked for the Goethe-Institut as project manager. Previously Hatitye was the head of content and editor for South Africa's leading online music industry portal, Music Industry Online. He has also worked on reputable music-related projects in South Africa including launching Pro-Systems, a leading print publication for the live event, AV and broadcast industries. As an active music producer and one-half of house music duo Epic Minds, Hatitye has produced records with some of Africa's most talented underground acts.



**Ciarra Lambert** (*Queen Jo; Co-Chair, Philadelphia Arts & Culture Task Force*) is a lyrical firebrand whose artistry is amplified by her role as house emcee for DJ

Matthew Law's #FNFParty. Cleopatra's Rapture marked Queen Jo (QJ)'s 2014 debut. Crowned "Philadelphia's Best New Artist of the Year," QJ played her first major gig at the Firefly Music Festival the same year. After the defunding of Planned Parenthood in 2017, QJ collaborated with several local artists to create and perform at Pussy Claps Back, an annual fundraising benefit show that supports young girls' health and arts initiatives. In 2018, QJ was featured on Okayplayer. After opening for Jungle Pussy, WXPN dubbed her "a little bit boom-bap, a little bit house, and a whole lot of sexual liberation." Collaborating with director, Emilia Wieding, Queen Jo released a documentary tackling the issues of hip hop and feminism in a short documentary entitled, HollaBack, which won best short film at the Women in Hollywood film festival (2019) and a feature in the New York Hip-Hop film festival in 2019. She released Broad Street Bella that same year. Queen Jo has performed with Ursula Rucker, Planet Booty, The Skins and Lion Babe. Queen Jo is a 2020 alum of Black Thought's hip-hop master class, which culminated in a performance at New York City's famed Carnegie Hall. Queen Jo's other recent achievements include a 2021 appointment to serve as co-chair of Philadelphia's Arts & Culture Taskforce and committee chair of the Youth In Arts subset.



**Hendrik Meier, M.A.** (*Spokesperson, EventKultur Rhein-Neckar e.V.*) is a music economist, operator of a booking and artist management agency and political

spokesman for EventKultur Rhein-Neckar e.V.. As Germany's first Night Mayor, he has already been involved in a variety of nightlife issues in his adopted hometown of Mannheim. As part of the night culture network VibeLab and as a lecturer at HCU Hafen City University Hamburg, he is working relentlessly on new solutions to strengthen the night in a social, political and socio-cultural context.



**Rev. Moose** (*Managing Partner/ Co-Founder, Marauder; Executive Director/Co-Founder, NIVA (National Independent Venue Association); Executive Director,*

*National Independent Venue Foundation*) stands at the forefront of developing artists and organizations from around the world. His boutique music marketing firm, Marauder, customizes long-term strategies and services for each client's specific needs in the North American market. Through his work running Independent Venue Week in the US, Moose helped create NIVA (National Independent Venue Association) to organise and support American independent venues and promoters. Before founding Marauder, Moose greatly extended the international reach of The Syndicate's radio, publicity, and marketing departments; additionally, during his many years at the helm of CMJ, he helped develop US programmes for national export initiatives. His deep involvement with worldwide musicians inevitably directed him towards managing a diverse roster of international artists as co-owner of The Underground Management.



**Camilo Ospina Guzmán** (*Board of Directors, ASOBARES (Association of Bars of Colombia)*) has 15 years of experience in the NightTime economy, public affairs and the

tourism sector. Aware of the importance of land use plans (urban regulations), police regulations, tax statutes, 24-hour city management, technical quality standards for the gastronomic, tourism and night entertainment industries, he has led actions and alliances in self-regulation and strategies in social responsibility in Colombia from the Presidency of the Association of Bars of Colombia ASOBARES, a trade union organisation that represents more than 2500 establishments in the country and which is the benchmark of the sector for officials, public entities of the national and local order, media and private sector. Current Vice President for LATAM of the International Nightlife Association.



**Jane Slingo** (Director, Electronic Music Conference; Co-Founder, Global Cities After Dark) is Director of EMC, Director of VibeLab Asia Pacific, Co-Founder of Global Cities

After Dark, and a committed and passionate advocate for nightlife that is inclusive, safe and flourishing with creativity. Jane has worked in the electronic music industry since 1994. Her career path has been intrinsically linked to nightlife throughout the decades since – as a performer, promoter, booking agent, programmer and artist manager. She is still a practising artist manager today, representing Meanjin/Brisbane and Naarm/Melbourne based artists Sampology and Middle Name Dance Band. Jane is a board member of peak bodies MusicNSW and the Association of Artist Managers. She also currently sits on committees and advisory groups for APRA AMCOS and the Australian Music Vault, and in recent years has presented evidence at the NSW Parliamentary Inquiries into the Night-time Economy and the Music and Arts Economy. Although she feels awkward about ‘power lists’, Jane was surprised and appreciative of the acknowledgement in TheMusic’s 2020 Power50 Most Influential Figures in the Australian Music Industry.

#### **GNRP team:**

**Michael Fichman** is a city planner, researcher and lecturer at PennPraxis at the University of Pennsylvania’s Weitzman School of Design. He is also a nightlife organizer and musician, and is an Emerging City Champions fellowship recipient for his work with 24HrPHL.

**Richard Foster** is PR and Communications Manager at WORM, a Rotterdam-based multimedia alternative cultural centre and network organisation at the intersection of (popular) culture and (performing) arts. His writing appears regularly in *The Quietus*, *The Wire*, *Louder than War*, and other music and academic publications.

Berlin Clubcommissioner **Lutz Leichsenring** + former Amsterdam night mayor **Mirik Milan** are co-founders of [VibeLab](#), which engages, connects, and counsels cross-sector stakeholders to keep cities vibrant and flourishing after dark. VibeLab has consulted on the formation of nightlife offices and

commissions in London, Madrid, New York, Tokyo, Vienna, Los Angeles, and more, and continues to facilitate idea exchange and implementation for communities, institutions, government agencies and brands worldwide.

**Diana Raiselis** is a German Chancellor Fellow with the Alexander von Humboldt Foundation, researching the role of nightlife in sustainable cities. She is a founding member of the Los Angeles Nightlife Alliance.

**Andreina Seijas** is a Venezuelan researcher and international consultant in nocturnal governance and planning. She is currently a Teaching Fellow, Research Fellow and Doctoral Candidate at the Harvard University Graduate School of Design.

**Jia Yuan** is a Summer Design Fellow at PennPraxis at the University of Pennsylvania’s Weitzman School of Design. She is also an urban planner and researcher focusing on sustainable transportation planning and data-driven planning.

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## THE NEXT CHAPTERS OF THE GNRP WILL ADDRESS:

- Building nocturnal governance capacity
- Financial support models for creative industry workers, individuals and vulnerable populations
- Support models for independent nightlife businesses
- Gathering data and measuring nightlife's impact