

# London's Night-Time Economy

## JLGC Factsheet

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# Understanding Night-Time Economy

Cities and policymakers have become increasingly interested in the role and impact of their night-time economies (so-called 7-7), as a strand of both economic development and urban planning. The night-time economy is not only found in bars and clubs, but in the sectors which enable a 24-hour city to function: hotels and restaurants, transport and storage, retail and support services.

In London's case this is not just in terms of sustaining its economy overall, but also for the purpose of enhancing the city's global competitiveness and as a possible 'cushion' for resilience against any impacts or shocks from Brexit. Overall, studies of night-time economies analyse the value and weight of the night-time economy (not just nightlife but 'life at night' in general) in enabling 24-hour cities which are globally competitive, dynamic and enjoy the support and confidence of residents and visitors alike.

# Significance of London's Night-Time Economy

- London's night-time economy **contributes £26.6bn** to its GDP annually and supports 1 in 8 jobs in the capital, as an industry in its own right
- The night-time economy is **not just bars and clubs** but increasingly retail and cultural attractions for all ages, with all sectors involved
- London's vibrant nightlife offer is an **integral part of its global identity**, serving as an attractor of tourists and global talent, both workers and students
- **But the cost of policing the night-time economy is increasing as it expands, with drinking areas seeing the most violent crime in the capital**

A 2016 report by EY for business lobby group London First found that London's night-time economy contributed £25bn to London's GVA, responsible for one in eight jobs in the capital (with an indirect impact of £40bn GVA). This includes £15bn in overseas visitor spend.

# Key Dates in London's Night-Time Economy

## September 2014

London Mayor Boris Johnson announces new 24-hour weekend 'Night Tube' services from September 2015, designed to coincide with 2015 Rugby World Cup opening matches

## March 2015

London Mayor sets up Music Venues Taskforce, following concerns over the rate of closures among London music venues as a consequence of property development

## May 2016

Sadiq Khan elected London Mayor, with manifesto commitments to protect and develop night-time economy, including appointment of Amsterdam-style Night Mayor

## August 2016

London Mayor approves the recruitment and appointment of a Night Czar for the capital

Night Tube services finally launched in London, commencing on Central and Victoria lines, rolled out to other lines later in the autumn

## October 2016

Mayor publishes *A City For All Londoners*, including commitment to issue Night-Time Economy Supplementary Planning Guidance to protect the assets of London's cultural infrastructure

## November 2016

Comedian and DJ Amy Lamé appointed as Night Czar for London

## July 2017

Mayor announces expansion of night-time services to central route of London Overground

Mayor unveils first ever *Vision for London as a 24 Hour City* to progress the work of the Night Czar

## November 2017

London Mayor publishes first supplementary guidance to London Plan around protecting the night-time economy, including protection for pubs and venues from property development

# Other European Cities

The night-time economy has implications for policy transfer between cities, benchmarking their attraction and governance footprint in recognition of the role of nightlife in city competitiveness globally. A number of European cities have begun to study the positive effect and contribution of the night-time economy, with the adoption of new forms of governance reflecting this.

## London

### Night Czar

Amy Lamé

Since 2016 (appointed initially for one year)

The post is appointed by the Mayor of London following an external recruitment process.

## Amsterdam

### Night Mayor

Mirik Milan

Since 2012 (two year terms)

The post heads and is selected by a non-profit organisation independent of the city hall. Candidates must have a connection to the local night economy and are chosen by an appointed jury.

## Berlin

### Club Commission

n/a

Since 2001

The commission functions as a non-profit organisation to represent the interests of nightlife.

## Paris

### City Council Adviser on Night Matters

Frédéric Hocquard

Since 2014 (subject to city elections)

Serves as advisor to and is appointed by the First Deputy Mayor of Paris.

## Zurich

### Night City Council

Six members

Since 2015 (self-constituted)

The council is a non-profit organisation independent of the city hall and members serve in a voluntary capacity. The council co-opts two non-voting members from police and youth services.

# Governance Footprint Other European Cities

Having assessed the competition among other European capitals in terms of developing strategies for urban management around its night-time economy, London is now leading in having both a night mayor and policy framework for a 24-hour city. Other European cities have either just one of these components or none at all. All of these cities however compete around their nightlife offer for the purposes of tourism, trade and talent attraction. In the regions, some cities have also begun to create night mayor-style offices (Aberdeen and Manchester in the UK, Toulouse in France).

## NTE Governance Comparison

- **London**  
The London Mayor has since 2016 appointed a Night Czar (Amy Lamé) accompanied by a Night Time Commission.
- **Amsterdam**  
The Night Mayor Mirik Milan (elected 2014) acts as an NPO liaising with the city government on all NTE matters.
- **Berlin**  
The Berlin Club Commission represents the nightlife sector's political, administrative and economic interests.
- **Paris**  
Since 2014 a City Council Adviser on Nightlife has been appointed (Frédéric Hocquard) and a Nightlife Council appointed from the city's 20 districts (accompanied by a 30-member Committee of citizens drawn at random).

## NTE Strategy Comparison

- **London**  
Vision for London as a 24-hour City (July 2017). Also Supplementary Planning Guidance on protecting and promoting the NTE within the city plan.
- **Dublin**  
City council is supportive of Dublin Town BID 'Purple Flag' scheme.
- **Paris**  
Manifesto for Nightlife. The city council also arranges neighbourhood-level initiatives around noise reduction.

## Night-Time Economy Strategies and PR in European Capitals

City	NTE Governance	NTE Strategy	NTE PR Channels
London	✓	✓	- City government - Tourism websites
Amsterdam	✓	✗	- Brand platform
Berlin	✓	✗	- City government portal - Tourism portal - Investment portal - Public transport at night guide
Copenhagen	✗	✗	- Tourism website - Mentioned in investment materials
Dublin	✗	✓	- Official tourism portal (national government)
Helsinki	✗	✗	- Official tourism portal
Oslo	✗	✗	- Tourism website - Mentioned in investment materials
Paris	✓	✓	- Web portal - Tourism campaigns and publicity
Stockholm	✗	✗	- Tourism portal
Vienna	✗	✗	- City government website - Tourism website