GLOBAL NIGHTTIME RECOVERY PLAN

CHAPTER 1 – OPEN-AIR NIGHTLIFE AND COVID-19: MANAGING OUTDOOR SPACE & SOUND

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.

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CHAPTER 1 – OPEN-AIR NIGHTLIFE AND COVID-19: MANAGING OUTDOOR SPACE & SOUND

ISSUE STATEMENT AND KEY CHALLENGES

Pent-up demand for social activity combined with the continued restrictions on use of indoor areas has led to an increase in demand for outdoor space during the pandemic.
- Health concerns and increased noise levels are generating friction between residents, lawmakers and business owners.
- This creates a need for speedy deployment and communication of new regulations— which in turn cause problems of enforcement and public acceptance.

METHOD

Through interviews, research and strategy development, this chapter has drawn on recent case studies in **New York, Vilnius, Berlin, Paris** and **Orlando**, to discern possible challenges and advantages, assess existing trials, and produce best-practice recommendations.

OPEN-AIR DINING

(includes private spaces, pavement, public squares and parks, food trucks).

Key takeaways/ recommendations:

- Advantages = increased capacity and revenue. Boosts morale with a vibrant atmosphere in city streets.
- Challenges = Restricted space for passers by, increased noise, conflict with existing alcohol consumption laws, unfair division of space amongst competitors
- Solutions =
- Road closures and repurposed parking spaces create more safe areas for al fresco dining and pedestrian movement
- Simplify permits for food trucks and use of public space in front of venues
- Introduce takeaway alcohol, especially helpful for venues without access to outdoor space
- Deploy street teams to communicate rules with public, mediate between business owners and residents and encourage responsible behaviour amongst patrons

Case Study: **Vilnius, Lithuania** transforms central square into a large open-air cafe, including live performance.

OUTDOOR EVENTS

(Includes one-off events or series, seated or standing, ticketed or free to attend)

Key takeaways/ recommendations:

- Advantages = Traceable identity of attendees, controlled entrance and exit movement, clear accountability, increased cultural vibrancy, direct and adjacent economic opportunities.
- Challenges = Expense of securing/patrolling perimeters for ticketed events, large attendance numbers, increased noise
- Solutions =
- Free stages provided by municipality to encourage outdoor events
- Regular event license fees waived

FREE GATHERINGS

(spontaneous and unregulated gatherings in public spaces)

Key takeaways/ recommendations:

- Advantages = Utilising unused spaces, fills demand where regulation is slow to react
- Challenges = Unpredictable, untraceable, increased noise, reduced revenue for hospitality + ticketed events, covid protocols unlikely to be upheld, clashes between illegal ravers and police
- Solutions =
- Different areas analysed for their suitability to host events, gatherings, events piloted in suggested area
- Event checklists issued for organisers
- Liaison for event registration appointed in each district
- Communication campaigns directed at public
- Mediators deployed to encourage and enforce covid-safe practices
- Simplify event application process and support collaborative efforts toward legal event pathways, to dissuade illegal events

Case Study: **Berlin** Clubcommission raises awareness through activism, creates covid-safe checklist, encourages compliance

MANAGING SOUND OUTDOORS

Key takeaways/ recommendations:

- Communication + mediation: Use mediation before you use enforcement and avoid over-complicated rules. Use clear marketing campaigns to ensure regulations are understood.
- Time restrictions + monitoring: Resist temptation to impose time-restrictions without logical basis. Identify trouble hotspots instead of assuming all actors and activities create the same risk or noise level after dark. Encourage frequent noise monitoring with dB meters and foot patrols, not just passively through complaints.
- Engagement + transparency: The local community must be involved at all stages in round table discussions with business-owners, lawmakers and law enforcement. Collect, analyse and publish statistics widely and frequently, and make them accessible to increase public confidence and compliance.

Case studies: **NYC** – clear marketing strategies and mediation policies from city government. **Paris** – Mediation street team deployed. **Orlando** – tourism ambassadors repurposed as regulation communicators

CONCLUSION

Despite cities' differences in pandemic severity and responses, there are two common themes.

1. The instinct to socialise is universal. In cities where there are no legal alternatives, dangerous illegal alternatives are found.
2. Outreach is crucial. City authorities need to be close to their populations, communicate clearly, and win the trust of their business communities and to encourage cooperation between all interest groups.

Cities that learn to do this well will be at a significant advantage to recover from this crisis, and cope with the next.

AUTHORS

Chapter lead:

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Mark Adam Harold is a British-born music and nightlife expert working in Vilnius, Lithuania since 2005. He served as a Vilnius City Councillor from 2015 to 2019 and runs Music eXport Fund, an NGO helping musicians to create, release and perform music outside their home country. He is Chair of the Vilnius Night Alliance, an advocacy group for better nightlife.

Contributors and Interviewees:

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From 1995 to 2014, Thierry Charlois has been involved in safer nightlife issues from the NGOs field. He created associations and developed projects both at local, national and European levels, around harm reduction and community involvement. From 2014, he works as project manager on night-time policy at the city of Paris.

GNRP team:

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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.

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As the City of Orlando's first nighttime economy manager, Dominique is an innovative policy strategist, a thorough project manager and a passionate industry liaison who aims to foster a vibrant, safe and sustainable nighttime economy locally and beyond.

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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

Find out more at *nighttime.org*

GLOBAL NIGHTTIME RECOVERY PLAN

CHAPTER 2 – THE FUTURE OF DANCEFLOORS: BUILDING MORE FLEXIBLE, OPEN AND INNOVATIVE CLUBBING EXPERIENCES

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.

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CHAPTER 2 – THE FUTURE OF DANCEFLOORS: BUILDING MORE FLEXIBLE, OPEN AND INNOVATIVE CLUBBING EXPERIENCES

## ISSUE STATEMENT AND KEY CHALLENGES

The pandemic has exacerbated the pre-existing fragility of the nightclub industry – clubs are at high risk of permanent closure.

Their loss means less connected, more vulnerable communities – especially marginalised ones – as well as a strong ripple effect of reduced nightlife tourism that impacts other businesses (gastronomy, hotels, supply chains).

We must explore tactics to facilitate safer, more inclusive and viable dancefloors, including frameworks for new business models, crowd management, and evaluating equitable practices.

METHOD

Drawing on interviews, case studies and strategy development from operators in **London, Turin, Seoul, Tokyo** and **Belgium** to discern possible challenges and advantages, assess existing trials, and produce best-practice recommendations.
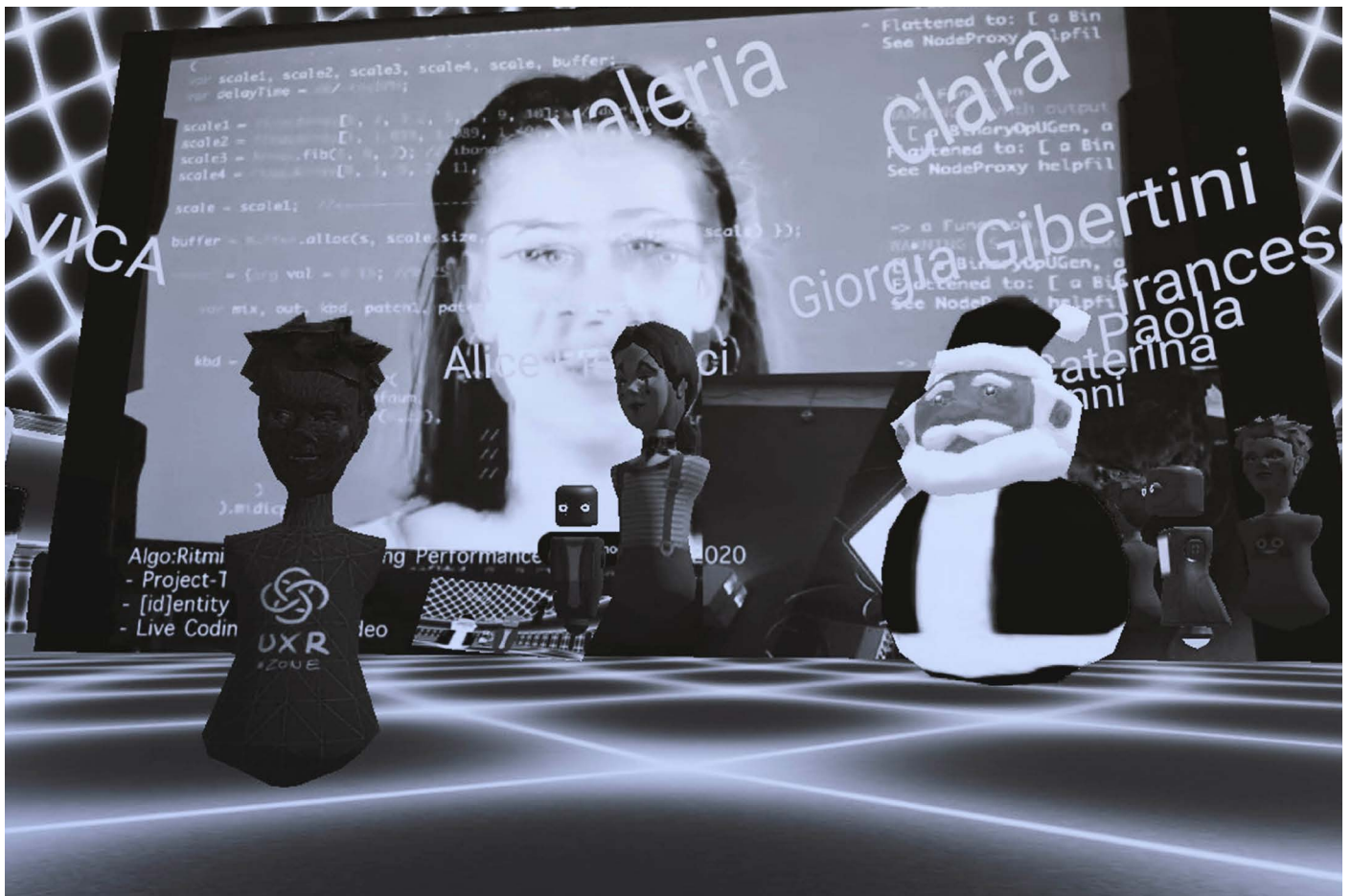
CHALLENGES AND OPPORTUNITIES ON THE DANCEFLOOR

- **Mapping the impact**

Challenges:
- It is crucial to gather data to understand how the sector has been hit by the pandemic.

Solution:
- Projects like the Creative Footprint can be used as a robust benchmark.

Case study: **The UK Nighttime Industry Association** surveyed over 200 nightlife businesses during April lockdown, finding 63.8% felt reopening with social distancing would not be financially viable, while 75% did not have reserves to avoid defaulting after 3 months of lockdown.

- **Reimagining business models**

Challenges:
- How can we use reduced capacity to create intimate events, or benefit from spaciousness in typically crowded venues?
- How can spaces be used differently during bans on dancing?

Solutions:
- Seated concerts, drive-ins, segregated dancefloors, repurposed spaces
- Engage in trial and time-limited events with closed or controlled audiences to identify successes and challenges, and refine hygiene measures.

Case studies: **Village Underground in London** – Operators researched local demand, assessed resources and pivoted business model by temporarily converting space into bicycle storage facility. **Bubble raves in Belgium** – Inventive tactics from barricades to floating dance floors explored to prevent mingling and keep patrons within household groups whilst dancing.

- **Adapting programming**

Challenges:
- Big brands can outbid smaller for competing resources.
- Travel is restricted, international and often interstate acts unavailable.

Solutions
- Local officials to make public spaces available to grassroots businesses at reduced cost
- Promoters focus on booking local artists
- Venues explore new hybrid event formats of live and digital
- Make use of outdoor space (see Chapter 1)

- **Designing safer club interactions**

Challenges:
- Given the tradition of close interaction between people inside clubs and indoor music venues, are safety measures actually enforceable? And will they allow for a fulfilling experience that preserves the socio-cultural values of the venue?

Solutions:
- <u>Reduced capacity and physical distancing</u> can result in less overcrowded spaces and less antisocial behaviour
- <u>Masks</u> can be seen as 'cool', and in keeping with rave aesthetic. Safety campaigns can encourage mask use as they do successfully for condoms or earplugs
- <u>Tracing apps/event registration.</u> Ability to trace in case of positive test. Improved privacy technology.
- <u>Temperature tests/rapid testing</u>. Improvements in rapid testing technology can be a game-changing tool in creating covid-free events

Tool: **Vibecare 5 level framework.** Eventsure (Belgium) offers an international training programme to create VibeCare teams that support security teams in managing crowds with a friendly, caring approach. Framework focuses on the 5 stages of Arrival, Entry, Circulation, Exit, and Departure—to ensure safety and harmony of patrons, staff and nearby residents.

ENVISIONING INCLUSIVE, EQUITABLE DANCEFLOORS

Challenges:
- Dancefloors provide space for cultural self-determination, social inclusion, diversity, imagination, and safety. Their closure exacerbates cities' structural inequalities.
- Public and institutional perception that clubs are uncontrollable, unsafe and not essential activities can stigmatise clubs, and result in strict licensing schemes, surveillance, rigid policing—and ultimately closure.

Solutions:
- Formal and informal nighttime networks are proving essential in partnerships with governments and local councils, to coordinate communication strategies and actions in response to misinformation, accusations and moral panic.
- **Tool: Equality Framework.** Checklist can be used by venues' whole event teams and staff to gain insight from front-line event staff and facilitate more inclusive practices, addressing space/inclusion, health and control and artistic expression.

Case studies: **Tokyo** – nightclubs vilified in media and blamed for outbreaks. Industry collaborated with government to boost clubbing safety protocols, discourage illegal operation and improve public opinion. **Seoul** – Due to an outbreak in a gay clubbing area, many patrons were outed without their consent during test and trace efforts. An anonymous testing system was developed. Clubbing industry collaborated on campaign to encourage people back to the district.

CONCLUSION AND FINAL RECOMMENDATIONS

Nightlife professionals have useful perspective and experience in urban planning, managing sound and safety, 24-hour operation, and use of nontraditional spaces to keep tourism and local engagement alive and cohesive. They should be participating in wider city development conversations.

Key recommendations:

1. Clubs already have expertise in health, safety and prevention, and narrative around this can and should be more positive.

2. The event industry should adopt lean start-up approaches as common practice to build resilience to crisis. Cities can support this through funding, training, and capacity-building.

3. Measuring and monitoring are fundamental to identify challenges and opportunities, and envision tactics.

4. Networks and organisations can make a difference through advocacy, community organising and partnership with local government.

5. To protect clubbing diversity and address barriers to inclusion, independent, BAME and vulnerable organisations should be supported. Gathering data, building networks and coordinated actions are key.

6. Funding should be available to cover costs for health measures and PPE in clubs.

7. Digital literacy and inclusion are more urgent than ever—as digital content, communities and practices continue to expand, we must address issues of privacy, accessibility, and ownership.

AUTHORS

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Contributors:

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Michael Kill is the CEO of Night Time Industries Association. This UK-based organisation aims to increase the awareness and understanding of the contribution and benefits of the night-time economy. It also seeks to influence the decisions of policymakers and ensure that the night time economy continues to flourish.
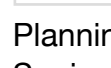
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CHAPTER 3 – INNOVATING FOR 24-HOUR CITIES

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CHAPTER 3 – INNOVATING FOR 24-HOUR CITIES

ISSUE STATEMENT AND KEY CHALLENGES

This chapter examines the problems faced in creating safe and welcoming cities at night in the time of Covid-19. When space for physical distance is in such high demand, creative time-based strategies that embrace the night hours can decongest valuable space and offer more economic and social opportunity.

It is vital that municipalities, licensing and planning authorities, business groups and transit operators are proactive in addressing the three key areas of activation, illumination and movement in what is a fast-changing landscape of user behaviour and social norms.

METHOD

Through interviews, research and strategy development, this chapter has drawn on recent case studies in **New York, Vilnius, Berlin, Paris** and **Orlando**, to discern possible challenges and advantages, assess existing trials, and produce best-practice recommendations.
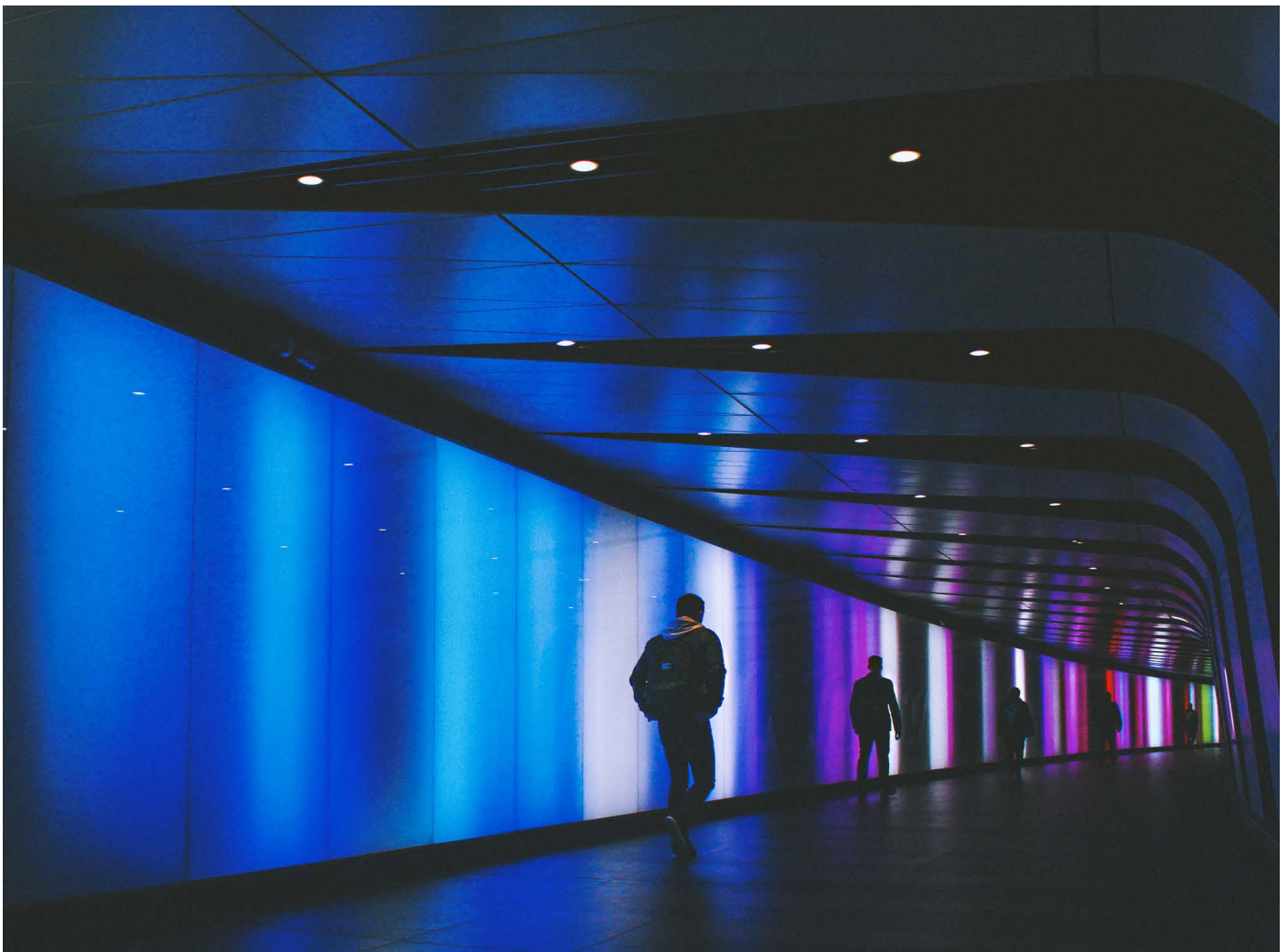
ACTIVATION OF OUR STREETS & SPACES IN THE NOCTURNAL HOURS

Nearly every city around the world is suffering from lower footfall, often up to 70% lower than pre-Covid-19 – especially in urban centres and nightlife districts.

We need innovative activation strategies that draw people out of their living rooms and back to the city, **alongside communication plans** about what's going on and how it's safe.

Consumer, resident and worker attitudes and behaviour should be surveyed on a regular basis in order to tailor communications.

- **Animation**
- Landowners with empty retail or office units can offer discounted spaces for artists, pop-up food and retail and community groups, who play a key role in activating the evening.
- Create socially-distanced place-based events, night walks and tours to bring culture outside.
- Develop collective voucher schemes and promotions to drive trade on quieter weeknights, e.g. UK's Bermondsey Neighbourhood Marketing Campaign, where local restaurants, bars, shops, services come together to offer discount evenings.
- Use ambassadors, rather than police, to manage foot flow and physical distancing. This creates a more inclusive and approachable city.

- **Flexing regulations for longer opening hours** - to cater for both nightlife patrons and essential night workers
- Relax temporal licensing and planning restrictions so retail and leisure can open later to aid physical distancing and promote business viability.
- Relax regulations on permitted activities for nighttime businesses so they can pivot to alternative business models (e.g. letting a concert hall sell retail merchandise, takeout food, or become an art gallery).
- Open health centres and municipal services later as well as retail, to encourage consumption and allow community participation in socially distanced settings – a key part of the Chinese government's recovery strategy.

Case study: **Sydney**. Sydney is implementing a 24-hour-economy strategy which includes relaxation of licensing for: late-trading retail and venues, outdoor use, performance activations etc.

THE CRITICAL ROLE OF ILLUMINATION

Key takeaways/recommendations:

Light is a powerful magnet; public light-art and media displays act as landmarks, aiding community identity. Light can create a friendly environment, aid physical distancing, and augment wayfinding and boundary-setting to direct people through public and private spaces.

- **Welcoming**
- While health controls inherently dampen late-night spirits, lighting can help counteract these psychological barriers, by defining and connecting places in the dark and heightening visitor confidence.
- Utilise strings or beams of light to reinforce physically distanced markers.
- Use pilot projects to test for future permanent installations. Temporary installations may bypass regulations when labelled art or installed with a date for de-installation.
- A public art project from Montreal comprised a playful series of illuminated see-saws. The works allow a distanced relationship between users, who become light and sound artists while playing on the installation.
- Strategic emphasis on district character such as 'city of light' or and regular light festivals can aid long-range plans for increased footfall.

Case study: **Kings Cross, London.** Creative, varied and punctuated light patterns aid pedestrian navigation and create an appealing environment.

- **Adaptability** - deploy light for moving and dwelling
- Providing secure places to rest or move through a city after dark is especially critical for women and late-night shift workers.
- Food trucks can provide safe illuminated spaces combined with access to nourishment late at night.
- Create illuminated urban 'rest stops' which can be transit shelters or structures for pedestrians. E.g. smart shelters in Seoul with emergency phones and charging stations and Covid-measures such as UV sterilisers and thermal cameras (to detect fever).
- Use lighting to define paths and directionality to decrease movement conflicts with vehicles or micro-mobility.
- An 'existing conditions' study tracking light levels, nighttime activities, needs of shift workers and community priorities should be used to inform future lighting design.

DEVELOPING MORE INCLUSIVE APPROACHES TO MOVEMENT AROUND OUR CITIES AFTER DARK

Key takeaways/ recommendations:

As the pandemic developed and ridership plummeted, many cities specifically targeted nighttime transit services for reductions. Using these services became more difficult, expensive or impossible: yet some of our most important key workers relied upon them.

Transit must be safe, affordable, inclusive and reliable, particularly at night, when issues of security are at the forefront of users' minds.

Key takeaways/recommendations:

- **Night-proofing:** making movement strategies work at night
- Immediate responses to reduced transit services could include free or low cost bike leasing, fast track micromobility permitting, buddy-system walks to transit, installation of on-street emergency call systems.
- Consider discounted transit at night when it can stimulate non-essential travel and decongest the peak hours.
- Ramp up services in line with the reopening of nighttime districts and consider ways transit can help kickstart city centres.
- Deploy better and more persuasive information to increase the probability of using these travel modes by communicating risk-reduction measures and transit utility.
- Undertake studies that fully examine nighttime travel requirements of visitors and workers, so movement plans can be updated to reflect the 24-hour city.
- In Abu Dabi, UAEHealthcare Link is a free, on-demand microtransit service set up to help key healthcare workers, including at night, whilst in Bogota, Colombia, NUMO Mobility Pilots supported 400 free e-bikes for healthcare workers since March.

- **Multi modality** - maximise choice and access after dark
- The pandemic has offered a flavour of how an alternative future for neighbourhoods and city centres could look with fewer vehicles. Cycling and bike sharing are surging in cities worldwide, particularly at night where outside dining and socialising has been an early beneficiary of road closures.
- Reallocate road space to aid standing, walking, using bicycles and other forms of micromobility in the evening to facilitate responsible socialising.
- Use car parks for socially distanced events, night markets and dining and integrate with temporary and festive lighting
- Mayor of London's Streetspace Plan promotes active travel, low traffic neighbourhoods, temporary and permanent sidewalk expansions.

- **Communicating** movement is open and safe
- Promote walking and cycling as activities with a particularly low risk of contagion of Covid-19 and health benefits.
- Target key messages to a segmented population (high risk individuals, night workers, consumers) based on user research.
- Use onboard wi-fi, public announcements, real-time information boards, transit apps, social media to reinforce transit sanitation measures and passenger requirements.
- Extend messaging to existing and new wayfinding and navigation systems—both physical and online—create games and engagement tactics that promote the experience of travel.

CONCLUSION

A healthy nighttime economy requires vision and design, planning, ongoing measuring and targeted communication campaigns. It must consider the needs of nightlife culture creators, participants and night workers alike.

By addressing the three key areas of activation, illumination and movement – and accompanying them with ongoing surveys and communication campaigns – cities can not only bolster their night's cultural offering, but increase the safety, desirability and economic viability of the city overall, so that the hours after dark are no longer feared or neglected, but embraced as a competitive edge.

Now is the time for global cities to pick up the examples in this chapter and to adapt them to create their own solutions.

AUTHORS

Chapter lead:

Alistair Turnham is the founder of nighttime city experts MAKE Associates. He has been creating nighttime strategies for over 20 years. He helped develop the Purple Flag accreditation scheme 'for better cities at night' and is a former Special Adviser on the nighttime economy to the UK Government. He is currently working on a project for the Mayor of London measuring the costs and benefits of 'later opening London'.

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Contributors:

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GLOBAL NIGHTTIME RECOVERY PLAN

CHAPTER 3 – SUSTAINING OUR NIGHTLIFE SCENES
SUPPORT MODELS FOR NIGHTLIFE INDUSTRY WORKERS, INDIVIDUALS, AND VULNERABLE POPULATIONS

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CHAPTER 3 – SUSTAINING OUR NIGHTLIFE SCENES

ISSUE STATEMENT

As fluctuating Covid infection rates persist across the world, restrictions and business closures continue to severely affect nightlife industries in 2021.

This chapter focuses on the people who make up this industry, whose income, resources and opportunities have evaporated, with available relief largely insufficient.

The chapter outlines nightlife workers' current needs and the challenges in meeting them. It highlights solutions for short-term relief, and recommended reforms to create a more sustainable nighttime economy that provides more security, prosperity and dignity to workers.

METHOD

A team of industry experts has conducted a global survey, collected interviews and case studies from **Germany, New Zealand, South East Asia, USA, South Africa** and **The Netherlands,** to assess existing trials and strategise to produce best-practice recommendations.

IDENTIFYING NIGHTLIFE WORKERS' CURRENT NEEDS

Our definition of nightlife workers focuses on the creative sector within the nighttime economy: employees of concert halls, nightclubs, bars, theatres and associated industries, plus occupations that support this sector. Most nightlife workers are classed as "gig" workers.

A global survey was conducted to learn about the pandemic's impact on these workers. Respondents were predominently US based, but also cover the UK, Europe, Korea, Pakistan and Brazil.

- 78% are self-employed
- 98% lost income due to COVID
- 49% received aid - mostly unemployment aid
- Only 14.8% of those who received aid said it is sufficient
- 16.7% say the aid is only partially or temporarily sufficient
- 10% claim they may not return to the business; 3% have decided not to return; 2% say they will return in a reduced capacity

Respondents "most pressing" needs:
- Direct cash and rent assistance 38%
- Mental health support 12%
- Employment in a different field 11%
- Free/low-cost healthcare and medication 11%
- Less than 10% - food assistance, training/education for employment, access to remote working equipment, shelter/housing

UNIQUE CHALLENGES

Nightlife needs acknowledgement as both a culture and a business:

- Despite the revenue nightlife generates, it is difficult for governments to acknowledge its cultural significance.
- The stigma of nightlife as a scene for rampant drugs and sex lingers, so many localities focus on legislation that restricts nightlife, rather than expanding its economic opportunities. This also limits governments' appetites to give targeted aid.
- Those who participate in nightlife are often members of marginalised groups which are usually neglected politically and targeted unfairly in the enforcement of laws.

Respondents "most pressing" needs:

- Without a clear grassroots movement among nightlife workers and patrons to lobby governments, it is difficult for allies within government to advocate for nightlife workers.
- Past regulation of this industry has created mistrust which may discourage people from working with the government.
- Gig workers are rarely tied securely enough to businesses to receive any economic relief through them.
- There is often a lack of data or adequate classification of data.

UNIQUE CHALLENGES

Emergency relief for general workers
Direct monetary subsidy allows workers to stabilise their living situation, take care of basic needs and improve mental well-being. Eligibility criteria for relief should be simplified to avoid missing self-employed/gig-workers.

Emergency grants for artists
To subsidise lost income for creators and invest in future projects of the arts community.

Mutual aid
Community sharing of resources and services to spread information and raise money has been critical during the pandemic, e.g. United We Stream; NYC Nightlife United

Empowering communities to access government relief

> **Case Study: CARES for Music**
> In March 2020, US Congress passed the CARES Act - a $2 trillion general economic relief package, but offered little information on how it could be spent. By August 2020 there was only a 19% spend rate of CARES funds. Sound Diplomacy and gener8tor created the CARES for Music Toolkit – a free, practical guide to help the music, entertainment and cultural industries access relief.

Direct-to-artist patronage
The direct relationship between artists and their fans has been a lifeline, with streaming, mutual aid, subscriptions, and sales becoming primary forms of income generation, in place of live performance. E.G. Bandcamp Fridays, where the music sales platform donates 100% of its profits to artists for one Friday every month.

Targeted government relief for creative workers

> **Case Study: The South African Experience**
> South Africa's efforts shows the complex steps a government must take to get targeted and timely relief to creative and nighttime workers. Existing bodies like Music in Africa were utilised to conduct multiple surveys immediately, and provide reports on economic impact and immediate needs. The government announced a relief package in the same week, and appointed an independent panel from within the industry to ensure transparency in distribution.

SUSTAINABLE SOLUTIONS

FOR GOVERNMENTS:

Improve civic inclusion and measurement of nightlife and nighttime workers
Data gathering for labour statistics and analysis must include night time workers and the types of industries that fall within the work, to help inform policy. Nightlife workers are often invisible, and need to be considered equally but independently from daytime workers when making policy decisions and constructing legislation.

Improve the social safety net
Through universal basic income, expanding unemployment assistance and labour reform that restricts exploitative use of the gig work structure. A robust safety net protects workers from the risks inherent in gig work.

FOR COMMUNITIES:

Create infrastructure to facilitate private patronage for the creative industries

> **Case Study: Cosimo Foundation**
> The COSIMO foundation, created in The Netherlands in 2019, generates stronger collaborations between creative sectors and businesses. The pandemic has highlighted a huge need for funding for cultural sectors and an opportunity for businesses to create social impact. The foundation implements a "matchmaker" model that allows businesses to easily find and support creative projects with tax-deductible donations, and allows creative sector actors to access funding without needing to create complicated non-profit organisations.

Expand direct artist-patron relationships
Through models like the a subscription, member-based internet platform Patreon, video streaming platform Mixcloud Live, which hosts DJ-led mixshows and live audio streams, and Bandcamp, a platform with a well developed model for continued artist-patron relationships and an artist-friendly financial model.

Build sustainable networks and worker power
Coalitions mayspring from Night Mayor/government nightlife offices, local trade organisations, and government officials sympathetic to the challenges nightlife workers experience. Outside these structures, nightlife workers must also seek ways to safely organise and advocate with grassroots campaigns.

CONCLUSION

Without greater, more targeted, long-lasting support structures, many nightlife workers will not be able to continue in the industry.

The preservation of nightlife will only be possible if governments commit to recognising the nighttime as a legitimate organising lens for governance, and work towards protecting and supporting its workers so that they will be able to sustain themselves at all times, especially during crises.

Nightlife workers must recognise their power as significant contributors to the vitality of cities in order to move the industry to a more equitable model through organising and advocacy.

In rebuilding the nighttime economy from this pandemic, there is an opportunity to create a more sustainable, resilient, and equitable environment for its workers. Understanding the unique challenges for nightlife workers can lead to positive changes to improve conditions for workers throughout the nighttime economy.

AUTHORS

Chapter lead:

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Merlijn Poolman started his career with organising metal shows and tours and electronic music events. Since 2018 he has been the Night Mayor of the Dutch city of Groningen. As leader of the Groningen Night Council, member of the Dutch Popcoalitie (advisory board to the government) and former European Music Council fellow-member. He has spent many years doing cultural exchange in China, and organised the Yin Yang music festival at the Great Wall of China. In 2018 he set up a service called Gateway to China, that offers Chinese social media accounts and content creation to Western artists. His newly formed Cosimo Foundation raises funding for cultural projects and creates partnerships with the business world.

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Interviewees:

Rafael Espinal is a former American politician and now Executive Director of Freelancers Union. In the New York City Council he represented the 37th District in Brooklyn. In 2017, Espinal was named one of Time Out New York's "New Yorkers of the Year", largely in recognition of his advocacy in repealing the no-dancing New York City Cabaret Law, enforcement of which disproportionately targeted LGBTQ and ethnic minority venues and he then created the city's Office of Nightlife and Night Mayor, dedicated to supporting DIY art spaces, music venues, bars and restaurants.

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Phuong Le is the founder of Homeaway Agency. Originally from Vietnam but Switzerland born & bred, Phuong Le has been active in the entertainment industry for more than 15+ years. Homeaway Agency is a booking & touring agency connecting the west & the east, handling Asia Tours for renowned international DJs but also focusing on supporting local Artists regionally and internationally. In 2019 she joined the Polygon Productions team as their Music Curator, to bring the first 360 3d immersive hyper real sound stage into the world. Together with Clubcommission Berlin, Clubbingtv, mixmag asia and the support of Goethe Instituts & French embassies in Asia, Phuong started United We Stream Asia to save club Culture and giving local talents an international platform to showcase their talents during Covid-19, with currently over 40 streams in 13 countries & 21 cities.

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Eline Van Audenaerde is the founder of The Unicorn Mothership. Eline is a holistic (night)life coach for driven DJs & producers who want to move the needle in dance music.

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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

Find out more at *nighttime.org*