

# #SAVE THE NIGHT



**RESEARCH SUMMARY  
AND APPLICATION GUIDE**

# Background

Nightlife is a place of belonging and togetherness.

COVID-19 showed us just how much real life experiences and events mean for the music and nightlife community - without them, we felt lost and isolated. As we re-entered dance floors, it only became clearer how important it is to have safe, accessible physical spaces to come together.

However, the future of nightlife and the night economy are facing significant challenges. Since 2020, over 30% of UK nightclubs have closed under pressure from rising costs and regulatory hurdles. What has always been a powerful space for promoting culture, social bonding and identity expression is increasingly at risk — as are the livelihoods of the thousands of artists, DJs, venue owners, staff and promoters who make nightlife happen.

This is a short summary of research undertaken by Jägermeister and Protein Agency into nightlife challenges both on a global level and in London specifically as the location for the launch of the fund for 2023. We hope that these findings help to inspire your submissions.

# Key challenges for nightlife

## RISING COSTS

Nightlife venues are locked in a vicious cycle of charging more to cover higher costs during a widespread cost of living crisis, and struggling to stay open in rapidly gentrifying neighbourhoods

Venues are closing, licensing hours are getting earlier, fees and tickets prices are going up, and many people can't afford to participate.

## QUEER INCLUSION

The inclusion of queer people in nightlife is a dominant narrative in the scene but it's complex and needs to be approached as an intersectional challenge in order to continue progressing.

In the UK, intersectionality and lack of space are critical issues for queer nightlife.

## HOMOGENISED NIGHTLIFE

Nightlife represents a valuable space of belonging in an era of social isolation, however a homogenised view of partying is exclusive and creates a narrow definition of the nightlife audience.

A diversity in genre, age, background and forms of nightlife are often lacking.

## DISABILITY ACCESS

An estimated 1 in 6 people globally are disabled yet nightlife is failing to represent and adjust for disability

Venues, transport and promoters are often ill-equipped to cater for a wider range of needs, and physical spaces are often inaccessible

## SAFETY

Nightlife continues to be a catalyst for various safety issues that disproportionately affect women and LGBTQ people

Getting home safely, efficient night transport, and in-venue harassment continue to be a problem.

## ENVIRONMENTAL AWARENESS

There is a striking lack of assessment of the environmental impact of nightlife - despite progress being made within the festival and concert industry.

There's a need for nightlife to account for and address its contributions to emissions and waste.

# What now?

Nightlife is facing critical challenges, which indicate problems in nightlife scenes in London and more widely. Tackling them is the inspiration and motivation behind #SaveTheNight 2023.

Amid these challenges, we are excited and inspired by people who are keeping nightlife alive. We want to support those with the drive, passion and desire to protect nightlife, and those finding creative and innovative ways to make it better for all of us.

We are particularly interested in submissions from those responding to issues in their local nightlife landscapes, with unique and meaningful nightlife initiatives tackling challenges head on - working to shape their own scenes into something invigorated and keep the dance going.

Tell us - how are you working to #SaveTheNight?



# What have #SAVETHENIGHT projects focused on so far? **2022 Fund winners**



**CLUB SOL, LDN**

CLUB SOL is an environmentally focused nightclub initiative where all the sound and lighting is powered by solar energy. Founded by journalist and DJ Imogen Malpas, the project aims to "create more joy within environmental activism,"



**RABUDI WEST, NAIROBI**

With the money from the #SAVETHENIGHT fund, Rabudi is focused on investing in a support system for artists and creatives in his network. In a city where dedicated creative space and support is lacking, he will nurture spaces that are about the music rather than the money.



**QUEER TRANS LIBERATION, BER**

Queer Trans Liberation (QTL) came together to encourage venues to see accessibility and inclusion as an opportunity to innovate and improve their offering to the public. Berlin-based community builders Nick Germeys and Stella Spoon have teamed up to design a series of events showcasing how accessible nightlife should be.



# Further reading

## WANT TO KNOW MORE? HERE ARE SOME OF OUR SOURCES:

- ▶ All-Party Parliamentary Group (APPG) for The night time economy. Night Time Industries Association. (2021, May 10). [LINK](#).
- ▶ Cunningham, E. (2023, February 28). Why did London start going to bed so early?. Time Out London. [LINK](#).
- ▶ Guardian News and Media. (2018, July 22). Shoreditch: Is hipster heaven now falling prey to “cultural cleansing”? The Guardian. [LINK](#).
- ▶ Guardian News and Media. (2021, March 28). Miami Beach curfew for Spring Breakers prompts racism complaints. The Guardian. [LINK](#).
- ▶ Guardian News and Media. (2022a, November 3). One UK nightclub closing every two days over soaring costs, industry says. The Guardian. [LINK](#).
- ▶ Guardian News and Media. (2022b, November 14). “music could wither”: New report finds 98% of musicians concerned about rising costs in the UK. The Guardian. [LINK](#).
- ▶ Guardian News and Media. (2023, April 21). “they’re doing this by stealth”: How the met police continues to target black music. The Guardian. [LINK](#).
- ▶ Ibbetson, C. (2021, November 18). One in nine women say they have had their drink spiked. YouGov. [LINK](#).
- ▶ Kennedy, K. (2021, October 3). Party crowds spark effort to turn down volume in South Beach. AP News. [LINK](#).
- ▶ A love letter to Dalston Superstore, one of London's Last Great Queer Clubs. VICE. (2018, August 29). [LINK](#).
- ▶ Maurice-Jones, A. (2023, April 11). Cost of living catches up with late-night spending. morningadvertiser.co.uk. [LINK](#).
- ▶ Murray, E. (2021, March 31). Touring djs' impact on climate explored in New report. DJMag.com. [LINK](#).
- ▶ Staff, M. (2022, December 9). New Brixton Club Ton of Brix Faces Backlash for ties to billionaire landlord DJ. [LINK](#).
- ▶ Townsend, M. (2023, February 15). How the cost of living crisis is impacting nightclubs and promoters. Mixmag. [LINK](#).
- ▶ Working with disabled artists. Attitude is Everything. (n.d.). [LINK](#).

**#SAVE  
THE NIGHT**



**THANK YOU!**

**Protein** AGENCY