

MANDATE



WHO ARE WE?

Free The Night is a non-profit organisation that is committed to creating a safe, progressive and culturally rich environment for nightlife in Northern Ireland. We identify and challenge key issues within the night time economy that prevent it from reaching its true potential. We provide evidence-based best practices and engage with frontline services, policy makers, local authorities, local businesses and the individuals who work in these spaces.

Free The Night will work collaboratively with other industry sectors to highlight the need for a progressive night time economy in Northern Ireland, benefiting those directly involved within the night time industries and the local community.

We aim to create an environment where **everyone** in Northern Ireland can thrive.

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WHAT DO WE MEAN BY THE NIGHT TIME ECONOMY?

The night time economy is the UK's 5th largest industry and an ever-growing part of the UK economy, accounting for 8% of employment¹. It can be defined as any activity that occurs in these two periods split into two halves:

- The evening economy: between 6pm and 12am
- The late night economy: between 12am and 6am

Modern cities now need to function for most of the day and the night for full economic benefit. Cities like Amsterdam, New York and London operate on a 24hr basis, whilst the cities of Manchester and Liverpool have extended entertainment licensing times making them prime destinations for tourism, entertainment and cultural activities. We lose a massive amount of social and economic opportunity when we choose to shut down the night time economy prematurely.

A thriving nightlife economy means more jobs, more tourists entering our city and more money boosting our local economy. Amsterdam alone receives 4.6 million visitors every year, bringing an extra £470m per annum to the economy and employing around 13,000 people in related industries². Many of these tourists and employees are attracted solely by the city's venues and entertainment offering. A well strategised night time economy also means less pressure on transport and emergency services. With fewer crowds spilling out onto the street within a limited timeframe, taxis are more readily available and anti-social behaviour is minimised. This means more people get home safe.



OUR VISION

- A progressive approach towards entertainment licensing and the night time economy
- To put NI nightlife on an equal footing with its UK and European counterparts
- An environment which does not hinder artists, creatives and musicians but instead allows them to thrive
- An industry which encourages tourism, career opportunities, creative development and cultural diversity in NI
- An environment which prioritises the safety of all individuals who work and partake in NI nightlife
- To retain creatives and reduce the ‘creative drain’ to other European and UK cities
- The recognition of night time entertainment, in particular nightclubs and venues, as a viable part of culture in NI
- Maximise the potential of existing cultural and heritage buildings, enabling more diverse use of venues and spaces



OUR MISSION

- Campaign for an extended entertainment licence
- Campaign for a better alcohol licencing structure in NI
- Have an evidence-based approach to collecting data on entertainment and alcohol licensing
- Build an infrastructure that allows creatives and other associated sectors within the industry to thrive
- Protect venues, creative hubs and nightclubs as places of cultural significance
- Highlight the benefits that other sectors experience as a result of a thriving night time industry
- Create safe and inclusive spaces for the local community using the multi-purpose model
- To create an All Party Group for the night time economy and culture
- Support organisations and the government in taking progressive steps to rebuild the night time economy post-pandemic



OUR ACTIVITIES

Research and evidence building

- Undertake research relating to our policy areas, creating a wide evidence base that supports and highlights our aims
- Measure the value of the industry via public opinion surveys
- Collate police statistics to work towards a safer city and take a proactive approach to night time safety

Advocacy

- Lobby the Northern Ireland Assembly
- Respond to all relevant government consultations and calls for evidence
- Where possible, advise the Department of Communities and other official bodies on the best course of action to take in order to advance our stated aims
- Create media and awareness-raising campaigns focused on the issues raised and any work we carry out
- Engage and collaborate with the Northern Ireland tourist board and neighbouring European cities to highlight the benefit a thriving night time economy can have on the wider economy
- Speak with MLAs to discuss the steps towards a more progressive night time economy
- Communicate with frontline services and transport services around night time issues and concerns

Education

- Explore best practices for reimagining creative spaces in the night time industry
- Create resources that support and facilitate the night time industries



Steering Committee

The Steering Committee sets the strategic objectives of the organisation and oversees its work. It provides advice and expertise on key matters of concern. The Steering Committee is made up of industry professionals and those that have a passion and interest in pushing for a more progressive night time economy in Northern Ireland.

Communication

Regular emails are sent to supporters who have signed up to our communications. Examples of regular emails include collective and individual actions that can be taken in the upcoming weeks, general updates regarding the organisation and any campaign progress. Emails with urgent actions can be sent in addition to the regular emails. All emails will be drafted and prepared by the communications lead before receiving a proof and policy check by appointed Steering Committee individuals.

Supporters

A supporter is defined as an individual or organisation who directly agrees with our terms of reference and/or signs up to our communications, thus seeking progressive change in Northern Irish nightlife and supporting our mission.

Social media

A member (or members) of the Steering Committee will be responsible for managing a branded Facebook, Instagram and Twitter page. Content for this page can include:

- Links to upcoming events, current campaigns, goals or research
- Updates on what has been happening within the group, e.g. sharing stories
- Calls to action on a particular campaign, goal or piece of research

Volunteers

A volunteer is someone who provides assistance to the Steering Committee. If you would like to become a volunteer please contact us at: **freethenightni@gmail.com**

1. Night Time Industries Association (2015) "Forward Into The Night" online at <https://ntia.co.uk/wp-content/uploads/2015/06/Forward-into-the-Night-Report.pdf>
2. Seijas, Andreina & Sound Diplomacy (2018) "A Guide To Managing Your Night Time Economy" online at https://static1.squarespace.com/static/593eb2a837c58172ed556cbb/t/5b1a972788251bc92cb91c0b/1528469294377/663+SOUND+DIPLOMACY+Night+Time+Booklet_English_V7_small.pdf

