WiFi: U9 Guest

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HEART OF LONDON BUSINESS ALLIANCE

Creative Footprint

Lab

London 2026

November 18
U9 Karaoke & Cocktail Bar

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HEART OF LONDON BUSINESS ALLIANCE

Creative Footprint Lab

09:30
Doors open

10:00–10:10
Welcome
Mark Williams, *Deputy Chief Executive, Heart of London Business Alliance (HOLBA)*
Lutz Leichsenring, *Founder, VibeLab*

HOLBA and VibeLab introduce the Creative Footprint Lab. Culture and nightlife are central to London's identity and economy, but they face growing pressure. Today's goal is to turn shared ideas into practical action.

10:10–10:35
Keynote 1: The Bigger Picture: Nightlife and Creative Space
Charles Landry, *Urbanist and Author*

Charles challenges the idea that day and night, or culture and commerce, are separate worlds. What could London achieve if it connected its creativity, assets and people differently?

10:35–10:50
Keynote 2: Conditions for Growth and Investment in London's Nighttime Economy
Simon McCaugherty, *Director, Experience Economy, London & Partners*

Simon discusses how nightlife, culture and the experience economy drive London's growth and international appeal, and what it takes to unlock investment.

10:50–11:00
Keynote 3: Enabling Growth: Culture, Nightlife and the West End's Future
Cllr Tim Barnes, *Deputy Leader and Cabinet Member for Growth and Planning, Westminster City Council*

Cllr Tim Barnes on the West End's growth ambitions, and how planning, licensing and partnership can help culture and nightlife thrive.

11:00–11:45
Panel 1: Nightlife, Growth and the Policy Environment

Policymakers, industry leaders and operators discuss what supports London's nightlife today, where policy holds it back, and how to balance growth with residents' needs.

11:45–12:15
Coffee

12:15–13:15
Roundtable A: Financing and Ownership Models

Which ownership and financing models can secure the long-term future of cultural and nightlife spaces, and what is standing in the way of investment?

12:15–13:15
Roundtable B: Collaboration and Partnership

Where does coordination break down between venues, businesses, councils, transport and safety services? Which partnerships and data-sharing arrangements could close the gaps?

12:15–13:15
Roundtable C: Planning and Policy Analysis

Which planning, licensing and policy frameworks help London's 24-hour city, which hold it back, and which changes would make the biggest difference?

12:15–13:15
Roundtable D: Enabling the Experience Economy

Venues bring people into neighbourhoods and support the restaurants, bars and shops around them. How can property owners, businesses and policymakers grow and sustain that value?

13:15–14:15
Lunch

14:15–15:00
Panel 2: Measuring Cultural Value and the Economics of Place

How do we measure the value a venue creates for its neighbourhood, beyond ticket sales and turnover? Researchers, economists and consultants discuss what the evidence shows, what it misses and how better data can shape planning and investment.

15:00–15:30
Coffee

15:30–16:15
PechaKucha: What's Working: An Inspiration Carousel

Short, fast-paced case studies from London and across Europe, from grassroots venues and community ownership to meanwhile use and safer nights. What worked, what didn't and what can others learn?

16:15–17:00
Closing Session: The Road Ahead

The roundtables share their priorities and commitments, and the discussion turns to first steps. The session closes with plans for a white paper to carry the day forward.

17:00–20:00
After-party

Close the day with drinks, music and conversation.