

# *Safer Nightlife Projects*

.....  
A European proposition  
to promote safer nightlife  
and share good practice





*Safer  
Nightlife  
Projects*

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## Introduction

Throughout Europe, legal and illegal drug use has become a consistent feature of nightlife and a complex issue to attend. The use of cocaine is increasing in most European countries, the interrelated consumption of psychoactive substances, which include both alcohol and tobacco, the emergence of new substances and new trends complicate both our understanding and response (see, for example, the selected issue 3, Developments in drug use within recreational settings from the Annual report 2006 and the Risk assessment reports from the EMCDDA, the SINTES notes from the OFDT or the Observatori de nous consums de drogues en l'àmbit juvenil from Catalonia). The cultural changes taking place in our society indicate the relevance of developing new strategies related with the nightlife activities and the public who use them. As people attempt to gain a new balance between "work" and "free time" this work becomes more important for our societies. It's not clear if the youth have more free time than adults but they certainly reclaim it more and the night venues are now important spaces where the youth of today form their identity. These are not spaces of marginality but spaces of integration where nightlife "consumers" escape from their routine, meet new people, try new experiences and also assume new risks such as drug taking.

Bars, Clubs and clubbers, community organisations and service providers, local and national politicians in every European country are concerned to respond to this issue realistically and positively.

This guide for Safer Nightlife was developed, between 2005 and 2007 within the Democracy, Cities & Drugs project as a result of a series of meetings and seminars involving service providers, local administrations and experts from 13 European countries. These partners' experience and understanding of their local nightlife dynamics, drugs use and the policies and practices that are effective in ensuring safer nightlife, are shared in this guide.

The Safer Nightlife workgroup partners aim to share their experience to help policy makers, administrations, established service providers and new interested parties consider:

- > How to understand and engage with the public, and partygoers in local nightlife
- > How to establish projects to respond to their needs
- > Approaches that are effective in achieving safer nightlife
- > Sustaining projects
- > Effective networking to share good practice

# 01

## Values and principles of good practice

### Values and Principles of Good Practice

#### 1.1. Accept that each generation will test boundaries

Nightlife is part of personal growth and social development for many young Europeans and provides a setting where the inevitable risk taking and experimentation of youth takes place. This risk taking may take the form of sexual experimentation; use of substances including alcohol, drugs and other intoxicants; physical stunts and activities to heighten mental and physical sensations.

We recognise that there is a need to constantly refresh our information and resources for promoting safer nightlife, by listening to young people and nightlife “consumers” and monitoring new trends

#### 1.2. Take a community development perspective

Nightlife can be associated with celebration, festival or community gathering. It is a creative outlet for people talented in music, the arts and entertainment. It can also be a demonstration of enterprise, management skill and organisational ability. ‘Underground’ events reveal the power of communication networks among the youth and the ability of young people for spontaneous planning.

*These skills, talents and qualities should be recognised and supported, to enable them to be achieved safely and positively.*

#### 1.3. Safety, health, enjoyment

We recognise that many people choose to enhance their experience of nightlife through using legal and illegal drugs.

*Our aim is to enhance young people and revellers’ enjoyment and social experience by providing information and support which helps them stay safe and make healthier choices.*

#### 1.4. Promote positive nightlife

All aspects of nightlife, even those deemed marginal or ‘anti-authority’, offer young Europeans a sense of belonging and identity, and an opportunity for integration.

Our work should ensure that young people are supported to continue to meet in ways which broaden their social horizons and enable them to celebrate their youth.

### **1.5. Be realistic about the context**

Some nightlife is geared towards exploiting a lucrative youth market where profit is the main driver. In some countries nightlife is a significant part of the local economy, attracts foreign investment and boosts tourism. It is essential that nightlife “consumers” safety is protected by appropriate policy or legislation, and also that the benefits of the industry are maximised.

*We must engage with commercial nightlife providers as well as consumers in pragmatic and realistic ways.*

### **1.6. Be realistic about the challenge**

In all nightlife settings, profit from selling drugs is part of a world-wide industry worth billions. Traditional legislation and enforcement has proved powerless in the face of this industry, which will continue to create new markets and new products, of which partygoers and youth are eager consumers.

*We must continue to learn about the effects and the impact of drug use and monitor market trends, to ensure that short-term and long term negative effects of substances are prevented as far as possible, and that responses are planned for at local and national levels to meet emerging health and social needs.*

### **1.7. Work in partnership**

Every community, at every level, is touched by the need to ensure the safety of young people and nightlife “consumers” and to promote their freedom to enjoy life. We need to ensure collaboration between partygoers and youth, service providers, policy makers and funders, to increase participation and develop partnerships.

*We will share our understanding of nightlife and substance use with all partners in ways which further our shared aim to promote safer nightlife.*

02

## The involvement in a Safer Nightlife project

Laying the foundations  
for positive roles for  
all partners

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### **I Policy Makers and Administrations**

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- [+] Accept that the pace of change within nightlife is faster and more diverse than the pace of change within the policy environment.
- [+] Try to anticipate and be proactive although policies and legislation may not always be able to lead initiatives towards safer nightlife.
- [+] Allow projects' room and flexibility to remain at the forefront of new service development to meet changing needs.

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### **I Nightlife Organisers**

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- [+] Be open to collaboration with services – keeping customers safe and supported is good for business
- [+] In-house staff can make a great contribution to safer nightlife, with appropriate training and guidelines
- [+] The best businesses learn from their customers. Quality of service includes safety and comfort, not just profit

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### **I Practitioners**

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- [+] Be prepared to adapt and adjust approaches to find out what suits local culture and circumstances. There is no blueprint for success – just sharing of good ideas and experience that can inform your work.
- [+] All partners have to stimulate the participation of clubbers, youth and partygoers within “Safer Nightlife” projects.
- [+] All partners raise awareness and develop participation of local politicians, nightlife organisers, health, justice and law enforcement services and civic community leaders, in promoting health and safer nightlife.

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Safer nightlife is achieved through effective co-operation between policy makers and service providers, and by nightlife organisers and practitioners operating effectively to engage with their communities and with young people in local nightlife. In each area, the range of partners involved in effective collaboration should be decided according to local needs and circumstances.

In each area Safer Nightlife Partners have identified these core features of effective roles supporting safer nightlife:

#### **2.1. Policy Makers and Administrations**

- [.] Create a bridge of understanding between practitioners and politicians so that national policy and legislation is informed by realistic information and the views of people close to nightlife.
- [.] Seek to develop an open and participative relationship with all stakeholders, including partygoers.
- [.] Consult with service providers at grassroots when developing or changing policies and legislation, and listen to the experience of service providers to understand future requirements and to forecast potential perverse effects (e.g. forcing partygoers and youth into more unsafe environments).
- [.] Seek the views of nightlife organisers to understand the operational impact of policies.
- [.] Collaborate effectively with their partner policy makers, to ensure health, justice, police and youth policies are consistent.
- [.] Collaborate with their counterparts in other countries, to ensure cross-border co-operation and development.
- [.] Support national forums of service providers and enable European networking, to ensure good practice and learning is shared effectively at grassroots level.
- [.] Make resources available in flexible ways so that service providers can work effectively in diverse and unregulated nightlife environments to promote and protect health.
- [.] Respect the skills and techniques used by service providers to operate effectively in diverse and often unregulated environments and support national training and development for workers and volunteers.

## 2.2 Nightlife organisers and club owners

- [.] Share information about trends and issues concerning safety and support for their customers.
- [.] Collaborate effectively with service providers and the police to respond to the changing needs of their customers.
- [.] Work within a legislative and policy framework that prioritises safety and support for their customers.
- [.] Organisers seeking to develop new trends in nightlife develop a trusting relationship with service providers that enables them to collaborate, share information, and provide support for partygoers and youth.
- [.] Support local networks with other organisers to agree codes of practice which discourage forms of competition which may compromise safety and support for customers.
- [.] Provide for service providers to operate effectively in their vicinity and help ensure the safety and integrity of practitioners working in these environments.

## 2.3 Practitioners and service providers

- [.] Ensure the voice and experience of young people and the nightlife community forms the basis of their planning and development of local approaches to safer nightlife. They ensure a place for them in the preparation, actions and evaluation of the projects.
- [.] Develop information systems to assess the needs of revellers and trends in local nightlife, to monitor the impact of their work to promote safer nightlife, and to provide evidence to local services, policy makers and funders.
- [.] Work to an agreed code of conduct when in nightlife situations which puts the wellbeing of revellers first and ensures integrity, while supporting their colleagues to be safe and work effectively.
- [.] Respect the needs of nightlife organisers and work in ways which will support the quality of their offer and will avoid prejudicing their reputation and business.
- [.] Gather information and views from revellers and those associated with nightlife without compromising confidentiality, in order for services to be developed to meet their needs.
- [.] Develop and trial new approaches to promoting safer nightlife, help evaluate their effectiveness and share their findings.

## 2.4 Partygoers and youth

- [.] Inform the Safer Nightlife partners about their needs and new trends in their scenes.
- [.] Participate in the pre-test of new actions, in the evaluation of practices, campaigns and the quality of the nightlife sector services.
- [.] Disseminate information about Safer Nightlife activities to their peers.
- [.] Act as partners when organised.

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### Learning from experience

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While the potential benefits of collaboration are huge, the challenges are great

- [+] A clear understanding of the roles and aspirations of different stakeholders in different settings is essential.
  - [+] Individuals within larger organisations (particularly government or large institutions) may be contending with competing roles within their organisation, as well as with external partners.
  - [+] Partners willing to learn together and take risks together, using respect and trust as the basis of their collaboration, are on a difficult but more rewarding journey than those content to occupy opposing positions which do not question or change themselves or others.
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# 03

## Developing “Safer Nightlife” projects

Laying the foundations  
for developing projects

### I Policy Makers and Administrations

- [+] Be aware of the limited capacity of smaller service providers and set realistic timescales for implementation of new policies or responding to new opportunities.
- [+] Give priority to public health criteria and to the general interest but also take into account relevant local needs.

### I Nightlife Organisers

- [+] Share information and intelligence and encourage your staff to be aware of customers' needs, in ways that can help local support services do their job better and develop their approaches.
- [+] Weigh the benefits for your business / concern by visibly caring for customers' safety and wellbeing while respecting their aim to enjoy the experience.

### I Practitioners

- [+] Be patient and take small steady steps towards establishing projects, as relationships and trusts are built slowly.
- [+] Be willing to accept others' professional knowledge and experience as well as consumers' knowledge and experience.
- [+] When evidence has been gathered and potential solutions identified, resources may not always be immediately found. Be prepared to search for different sources of support.
- [+] Be creative in the way that you assess the issues and potential solutions.

### I Nightlife partygoers and youth

- [+] Be aware of the services provided and the quality of the venues which they visit.
- [+] Share information.
- [+] Be patient but creative in proposing improvement ideas for their local nightlife.

### 3.1 Getting Started - understanding local nightlife and local drug use

In each community there will be variations in the use of substances, and differences in the organisation of nightlife. Local organisations wishing to develop a safer nightlife programme must first assess the characteristics of nightlife, young people's experiences and the issues and concerns of partners and the community, before designing an appropriate response to suit the local situation.

Safer Nightlife partners around Europe have found many common issues in their local situations through sharing information. However, while sharing information on effective activities can help in the development of safer nightlife, in every area there are local features of drug use which require careful consideration and local variations when designing responses.

### 3.2 Key questions

Service providers should set out to find the answers to some key questions in order to help them understand local nightlife and local drug use:

- [.] Who are the key players in providing services and information to partygoers and youth (e.g. youth projects; health projects; club staff)? Where are they, how do they work, which nightlife public do they reach?
- [.] Who are the nightlife providers? How do they operate, where do they operate, what kind of staff do they work with, which public do they involve, which service providers do they know and trust?
- [.] Do they have a guild? What are their needs? What are they ready to work on first? Who are the people involved in nightlife? Where and when do they go, what age are they, what are the characteristics of different groupings, what are their preferences for music, pleasures and sensations, where do they go for information and support, what services are they aware of? What about their health awareness?
- [.] What is the level of experience and engagement of each of these different groups? (see 3.4)

### 3.3 Summary of sources of evidence and examples of useful data

Many of the sources of data which will help service providers develop evidence to plan their activities for safer nightlife can be gained from organisations whose support and collaboration will also contribute to the success of the approaches in the long term. When seeking information, service providers should use the opportunity to build relationships and share their own ideas and information on their work.

Examples of potential sources of evidence from potential partners:

#### >> Accident & Emergency departments

- [.] Number/type of drug-related casualties.
- [.] Number/type of club/nightlife-related casualties.
- [.] Times of presentation.
- [.] Patterns of these over year.

#### >> Sexual health and family planning services

- [.] Number of 'morning after' services related to club/nightlife.
- [.] Number of unwanted pregnancies in target age group.
- [.] Number of sexually transmitted diseases in target age range.
- [.] Patterns of these over year.

#### >> Mental health services

- [.] Number of service users presenting with issues related to substance/stimulant use.
- [.] Patterns of these over year.

#### >> Police

- [.] Number of incidents in / near to clubs/nightlife.
- [.] Types of incident (e.g. drink spiking; assault).
- [.] Number of incidents associated with unregulated events (raves/parties).
- [.] Awareness of unregulated events.
- [.] Number of arrests for possession/supply of stimulants.
- [.] Number and types of driving incidents.
- [.] Awareness of local trade in stimulants (interview).
- [.] Patterns of these over year.

#### >> Drugs services

- [.] Number of service users presenting issues relating to stimulant use.
- [.] Awareness of local drugs/nightlife scene (interview).

#### >> Youth projects

- [.] Number of service users presenting issues relating to stimulant use.
- [.] Awareness of local drugs/nightlife scene (interview).

### >> Event /nightlife security firms

- [.] Number of incidents in / near to clubs/nightlife.
- [.] Awareness of local trade in stimulants (interview).
- [.] Patterns of these over year.

### >> Nightlife promoters / organisers / staff

- [.] Number/type of clubs / events.
- [.] Awareness of local trade in stimulants (interview).
- [.] Patterns of these over year.

Other sources like the EMCDDA, health promotion services, public health schools, family doctors, pharmacists, night shops, Taxi drivers, immigrants associations,...

## I Mapping nightlife

### >> License applications

- [.] Regulated clubs may be required to apply for, or renew their licenses.

### >> Listings / advertising

- [.] More mainstream clubs/nightlife advertise via listings, websites and flyers.

Many larger administrations and agencies are required to gather data as they work, for their own records and for national collections of data. Often this is published. It may also be possible for service providers to work in partnership with agencies to influence what data they gather, or to collaborate on time-limited surveys by adding questions or recording fields in the existing data collection of these agencies.

### 3.4 Summary of methodology for gathering data from stakeholders

Service providers require more than quantitative data to understand local nightlife and local drug use. Qualitative information may take more time and effort to gather, but it is vital in order to gain a thorough understanding of what is needed and what approaches are likely to work. Some qualitative information can be gathered by practitioners as they work, while other information may require engaging with a wider community which may have mixed views on nightlife and drug use. However, when taking steps to gather views a further opportunity is created to provide information on your agency and your intentions to promote safety and support for young people and nightlife “customers”.

## I Experiences and views of partygoers

### >> Surveys

- [.] Surveys conducted via clubbing magazines, websites, on site or service points.

### >> Focus groups

- [.] Partygoers and youth invited to groups to share their views (given incentives or payment).

### >> Observation

- [.] Staff observing events and recording, possibly with the help of a regular customer

### >> Monitoring at service points

- [.] Service point information on services provided, numbers/age/gender of service users, comments from service users.

### >> Key informants / peers

- [.] Partygoers and youth recruited to give their views or seek the views of their peers (given incentives or payment).

### >> Internet / new technologies

- [.] Direct messaging from web to mobile
- [.] On-line surveys, chatrooms and discussion boards
- [.] Party forums

## I The wider community

### >> Forums and meetings

- [.] Public discussions recorded.

### >> Complaints

- [.] Monitoring of complaints about noise, nuisance, racism, objections to licenses etc to the local authority, to politicians or to the police.

### >> Key informants / peers

- [.] Community members recruited to share their views or seek the views of their peers, neighbours, etc
- [.] Nightlife organisers willing to share their views and facilitate contact with others.
- [.] Some organisers or promoters may be willing to gather the views of other organisers / promoters.

### >> Police

- [.] Police awareness of local activity (interview).

### 3.5 Building the picture

When data and the views of stakeholders have been gathered, organisations must build it into a picture of the current reality in their local area. Organisations can ask a number of questions to clarify the picture:

- [.] Which issues and concerns are serious / urgent / less serious / less urgent?
- [.] Which issues and concerns can be resolved quickly and easily with simple, short term strategies?
- [.] Which issues and concerns are complex and require long-term planning?
- [.] Which issues and concerns could be resolved by a single agency and which can only be resolved in partnership?
- [.] Which information can form a reliable baseline to help monitor progress over time?
- [.] Which data do we expect will change positively as a result of promoting safer nightlife? Can we set targets for positive trends in data over time?
- [.] Which of our partners' policies or performance targets, or profits, would be positively impacted by promoting safer nightlife? For example, targets to promote safer nightlife may be compatible with targets to improve sexual health or to improve community safety.
- [.] How do we communicate these potential benefits to partners and share targets and objectives so that we work together effectively? It may be helpful to find out what the planning cycles of potential partners are, so that their objectives can be influenced and targets achieved at the right time.

Having developed the picture, it is good practice for organisations to share this with those who have contributed the data, as well as those who may still be unaware of the issues and concerns it raises. Sharing the information and your assessment of it, helps to promote support for programmes to promote safer nightlife, and encourages further information sharing in the future.

Service providers should also bear in mind that aspects of a thorough needs assessment may reveal that revellers' needs extend beyond their need for drugs information and support. For example, local transport may be an important factor in young people's safety, or the proximity of local beaches, or many other factors which outweigh the direct experience or scope of service providers. Needs assessment exercises often bring to light the need to collaborate far more widely than with the already established contacts.

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### Learning from experience

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Co-operation to gather information is vital and requires planning and negotiation.

- [+] In some local areas, public agencies do not collect information in the same way. However, some agencies may be willing to adapt their monitoring for a period of time to include information on drugs/stimulants/nightlife, to help provide the data required.
- [+] Some agencies may be willing to issue their users with self-report feedback forms if they are unwilling to change their own organisation's monitoring system.
- [+] Many agencies are required to make their information publicly available, and so must share it.

Trust and confidentiality help to gather sensitive information

- [+] Some partners will feel they have a vested interest in protecting their information – such as club/nightlife organisers and promoters. They must be persuaded that the information will be used with care and will lead to benefits for them. Having someone with credibility to act as ambassador for your project will help.
- [+] Partygoers and youth can be very honest and forthcoming about their experiences provided they are asked in the right way. They may not want to be interrupted in the middle of their experiences or to take time out of their partying to complete a four-page questionnaire – make it fun, and appropriate.

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See examples of good practice pages 44 and 46.

# 04

## Planning and partnership working

Laying the foundation for partnership working

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### I Policy Makers and Administrations

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- [+] Partnership helps achieve synergy of policies affecting the same stakeholders.
- [+] Improve thinking and creativity by combining imagination, experience and new perspectives through partnership working.

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### I Nightlife Organisers

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- [+] Reduce barriers by using partnership to negotiate new approaches which overcome restrictive policies and procedures.
- [+] Gain wider acceptance and support for nightlife.
- [+] Gain greater time, effort and commitment directed at safer nightlife and improvements for their customers.

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### I Practitioners

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- [+] Achieve economies of scale achieved by working together.
- [+] Achieve economies through sharing equipment, consumable resources or premises.
- [+] Enjoy increased staff development through a different skill mix and exposure to new practices when working with partners.

It is recommended to include Nightlife partygoers or youth organisations as members of a local partnership where these organisations exist.

One of the most important foundations of successful partnership working is that each partner has identified the mutual advantage in collaborating on a project. Each partner understands what they will contribute and how this benefits other partners, what other partners will contribute and how this benefits their own organisation, and what they will achieve together which each partner may have struggled to achieve alone.

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#### 4.1 Stages of readiness – characteristics and strategies

Once information and data has been gathered, most service providers find that plans to develop programmes promoting safer nightlife will be much more effective if they can secure the support of local partners in health services, youth services, police and justice services, and local authorities, and with nightlife organisers.

Among different partners and the wider community, there may be varying stages of readiness to engage with the issues raised and the need for a programme promoting safer nightlife:

##### I Stage of readiness

###### >> Characteristics

- [.] The wider community is completely unaware of the scale or nature of drug use.
- [.] Nightlife activity may be 'underground', or for rural communities, may take place in a distant urban centre to which revellers travel.

###### >> Strategies organisations may use

- [.] Start with young people's and nightlife "customers" own views on their needs and concerns – surveys and observation; relationship building.
- [.] Identify services with similar focus on revellers and raise their awareness.

##### I Tolerance

###### >> Characteristics

- [.] The wider community sees some benefits to nightlife and wishes to protect these (e.g. the economic benefits of a festival in a small town may outweigh the aggravation of incidents).
- [.] There have been few / no incidents relating to nightlife which concern the community, or social issues are not regarded as clearly linked to nightlife.

###### >> Strategies organisations may use

- [.] Highlight economic and social benefits of a preventive approach (i.e. lets act together to ensure an incident is managed/prevented).
- [.] Use case study approach to trace social issues (those that people are aware of) back to potential causes within nightlife/drug use (e.g. high unplanned pregnancy rates traced back to intoxicated sexual contact, via qualitative interviews with pregnant young women).

##### I Denial

###### >> Characteristics

- [.] Some communities' faith or cultural beliefs prohibit substance use and generational differences prevent community acknowledgement (e.g. ethnic minority communities).
- [.] Vested interests prevent acknowledgement of concerns (e.g. powerful groups do not want to divert resources or focus media/community attention to the concerns).

###### >> Strategies organisations may use

- [.] Develop positive relationships with community leaders and raise awareness / inform as trust develops.
- [.] Some communities may respond better to the preventive aspect of the work (e.g. lets act together now before this does become an issue harming your revellers).
- [.] Develop cost/benefit analysis showing cost (social and economic) of responding to crisis vs cost of planned approach).

##### I Vague awareness

###### >> Characteristics

- [.] An incident may have occurred (e.g. drug-related death in nightlife setting) or a social issue may have reached a crisis point, raising awareness of wider issues related to nightlife and drug use.
- [.] Individuals with some awareness may have begun to influence the wider community.
- [.] Media coverage of nightlife may have raised awareness.

###### >> Strategies organisations may use

- [.] Inform and educate using data and evidence.
- [.] Engage wider community in considering solutions.
- [.] Build relationships with opinion leaders and key potential partners.

##### I Pre-planning

###### >> Characteristics

- [.] One agency or a few agencies may have begun to share information and participate in networking.
- [.] A local or national administration may be under pressure to react to nightlife/drug use.

[.] A drugs agency may be aware of changing trends or increasing issues to which it lacks the capacity, resources, knowledge, skills or experience to respond.

>> *Strategies organisations may use*

[.] Conduct local needs assessment develop a strategic plan with partners.

[.] Prepare project proposals to attract resources.

[.] Consult with partners at every stage and be prepared to resolve conflict over roles, responsibilities and 'territory'.

[.] Define the benefits for all possible partners and the community.

### **Ready to implement a programme promoting safer nightlife**

#### **I Preparation**

>> *Characteristics*

[.] A comprehensive picture of nightlife, drug use, revellers and services has been developed, presenting data and analysis (including its future development and evolution).

[.] Partners have been consulted.

[.] A skills/knowledge audit has identified agencies' strengths and weaknesses to meet required responses.

>> *Strategies organisations may use*

[.] Ensure staff and managers in service providers are clear about the values and purpose of proposed approaches (see 1.1-1.7).

[.] Prepare staff through appropriate training and support.

[.] Define who will manage the partnership.

[.] Develop systems and procedures (recording, monitoring, health and safety policy etc) to ensure the project runs smoothly.

[.] There must be flexibility in the design for reorientation of actions according to the reality of the different steps in the development process.

#### **I Initiation**

>> *Characteristics*

[.] Local policy makers, nightlife organisers, service providers and other services have agreed and understood the data and analysis.

[.] Partners have considered a range of solutions and developed a project plan to trial selected approaches.

[.] Roles and responsibilities have been negotiated and resources allocated if necessary.

[.] Objectives and targets have been set and a monitoring process is in place to assess impact as work progresses.

>> *Strategies organisations may use*

[.] Put in place a partnership steering group or network to ensure ongoing dialogue and interest.

[.] Be flexible when animating the partnership (organising meetings with smaller groups on specific points and/or using adapted schedules).

[.] Devise an alternative plan of action if any elements of the project fail (consider a risk assessment exercise identifying which aspects are likely to fail and preventive/reactive activity).

[.] Prepare partnership agreements to ensure clarity and commitment (agreements, simple at first and then more complex, have to be developed throughout the process).

### **When a programme is already underway, sustaining it or changing it**

#### **I Institutionalisation / stabilisation**

>> *Characteristics*

[.] The project / approach has been positively evaluated and is making an impact.

[.] Partners' collaboration has become habitual and an accepted part of local service provision.

[.] Resource allocation has moved beyond the pilot stage and has been established on a rolling basis.

[.] Service providers' training, staff recruitment and development, information resources and reputation with revellers, are all well established.

>> *Strategies organisations may use*

[.] Staff directly involved in the work regularly 'download' their knowledge and experience to ensure continuity if there is staff turnover.

[.] Evaluation methods include processes to seek the views of all stakeholders.

[.] Regular updates or newsletters help keep all stakeholders informed of progress.

[.] Strategies/plans are updated to include action which will move the project onto the next stage or provide an exit strategy.

## Confirmation / expansion

### >> Characteristics

- [.] Local service providers develop, adapt and refine approaches for long term sustainability.
- [.] Other services, and service providers in other areas, are learning from the project and replicating the approaches that will be successful in their own areas.

### >> Strategies organisations may use

- [.] Reports on the work are disseminated widely.
- [.] Appropriate seminars, conferences or local open days ensure sharing of good practice.
- [.] All partners are properly credited for their work and support, to ensure continued buy-in.

## Professionalisation

### >> Characteristics

- [.] The approaches and practices have become accepted within service providers and are part of accepted training and continuing professional development.
- [.] Practitioners in other professions (health, justice, social work and youth work) adapt and adopt the approaches and practices within their own settings.

### >> Strategies organisations may use

- [.] Approach to evaluation evidence ensures evidence pinpoints core features of success and key skills and knowledge required for the approach, which is disseminated to training institutions.
- [.] Inter-agency communication and training activity supports adoption of approach and practice across sectors.

Partnership working is often achieved in small steps over a long period of time, building trust and positive relationships between key personnel on minor pieces of work and small scale collaboration.

When considering a major collaboration, potential partners should consider:

- [.] The extent of common ground and the areas of difference in values, objectives and methods.
- [.] The balance of resources, time and accountability between partners.

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## Learning from experience

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Dialogues (individual and collective) allow the expression of needs that cannot be expressed without this process and to achieve benefits for all partners.

- [+] Socio-educational professionals, police officers, nightlife organisers and partygoers have different backgrounds and their main objectives might be different. They are not used to working together and an effort must be made to involve all of them.
- [+] Health, security, monetary gain and entertainment are different objectives but they are closely interconnected. The partnership must bring benefits for each partner in the short and long term and bring something to the nightlife sector that goes further than the focus on health. It must overcome the competitive edge within the sector and facilitate the collaboration between the different sectors involved.

Partnerships that remain solution-focused achieve more together

- [+] Working to develop new approaches in challenging circumstances tests partners to overcome difficulties by finding solutions together rather than resorting to blame and passing the buck.
- [+] Solution focused principles include: big problems don't always need big solutions; understanding the cause of the problem is not always necessary to succeed in finding a solution; partners/people generally want things to get better.

Conflict between partners often stems from perceived inequalities in power and resources

- [+] In many partnerships there is a lead agency responsible for bringing people together and accounting for progress. However, responsibility for leadership does not solely rest with the lead partner – all partners must share the leadership in respect of their own organisations and staff, their stakeholders and the public.
- [+] It is important for partners to recognise what each brings to the 'table'. Some larger organisations may have far greater budgets, staff and other resources, while tiny organisations have the vital connections with nightlife and revellers that are essential to the success of the project. Redistribution of resources is not always possible, whilst fair distribution of respect is always possible!

The involvement of all the partners increases the legitimacy and efficiency of the actions.

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See examples of good practice pages 49 and 52

# 05

## Resources and skills

Laying the foundation for making best use of resources and skills

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### I Policy Makers and Administrations

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- [+] Acknowledge when funding projects that time must be spent on the development process before implementation and delivery begins.
- [+] Establish a climate of collaboration by rewarding resource sharing.
- [+] Be prepared to nurture small, grassroots partners whose experience and connection to nightlife is crucial to success.

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### I Nightlife Organisers

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- [+] Consider the benefits of sponsoring consumable resources which link your nightlife to caring, responsible and socially aware services.
- [+] Consider the benefits of allocating space to service providers for chill out, information-giving and support. Outside of venues, space is expensive for small organisations.

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### I Practitioners

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- [+] When considering the cost of developing your service, be sure to value staff development.
- [+] A lot can be achieved with the effort and commitment of a few – but organisations that invest in simple rewards, such as team building and comfortable meeting venues, help to retain staff and volunteers and maintain their loyalty.

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### I Nightlife partygoers and youth

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- [+] Participate and promote Safer Nightlife actions to enhance the quality of venues for the public.
-

## 5.1 Resources for responding to needs

European Safer Nightlife partners range from large, mainstream organisations to small, community organisations based on volunteer support. All have found different ways to develop approaches to safer nightlife and supporting partygoers and youth, using different levels of resources:

Resource	Low Budget	<<< >>>	High Level Resources
<b>People</b>	Volunteer-led activities (e.g. peer education)	Teams comprising lay and professional staff	Teams with specialists and professionals
<b>Information</b>	IT-based information	Printed materials	Media campaign
<b>Trust and credibility</b>	Earned through shared experience		Earned through marketing and published evidence
<b>Free consumables (water, condoms, blankets etc)</b>	Partners or sponsors provide free of charge		Service deliverer invests in self-branded products
<b>Chill out facility</b>	1:1 informal chat		Fully fitted space with attendant specialists

<b>Drug checking</b>	Marquis test	>>>	Laboratory specification system
<b>Drop-in facility (information, support and treatment)</b>	Borrow partner premises	Shared premises	Own premises
<b>Services for high support needs (counselling, therapy)</b>	Volunteer therapists Peer support	>>>	Paid therapists or supported referrals to services
<b>Early warning of adulterated drugs</b>	Word of mouth through networks	Leaflets	Web-based text messaging system

## 5.2 Skills and human resources

European partners developing approaches to safer nightlife are primarily service providers. However, the range of skills and experiences they have used and developed during their project development includes:

- [.] Community development / animateur – gathering the views of stakeholders.
- [.] Communication and negotiation – working with policy makers and the media, promoting projects to partygoers and youth and to the community.
- [.] Leadership - developing partnerships and problem solving, persuading and influencing communities and governments.
- [.] Youth support / drugs support – direct work with partygoers and youth.
- [.] Direct experience / affinity – ex-clubbers or current clubber.

It is common for different professional groups to look to their own sector when developing new approaches; however, when recruiting staff or looking for the help and support of people with key skills, many projects have benefited from drawing on a broad range of skills beyond their own professional domain.

Partnership working can assist in enabling staff to learn from each others' experience, share training and offer opportunities such as short-term staff exchanges, to help develop the skills, knowledge and understanding of staff. Also, small organisations have found ways to increase their potential impact by training staff in partner organisations (for example training the staff of a venue, from bar tenders and doormen to toilet attendants, and this improves their capacity to face emergency situations, the quality of service offered to the customers and enhances clubbers' access to chill-out support).

In many areas, projects have had to 'grow their own' staff because of the location, or nature of the work, or because the approach is experimental and has not been tried before. In both cases, the values and principles of safer nightlife are essential qualities to be shared by potential staff. Successful development of staff must go beyond knowledge of drugs and nightlife and include the skills outlined above.

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## Learning from experience

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Forward thinking is essential – conduct a risk assessment for all your core resources.

- [+] For small service providers, it pays to have a range of options considered and costed for all of the core resources it uses. For example, when a main partner changed its policy on provision of condoms, Crew 2000 needed an alternative strategy fast to ensure it could continue to support revellers by providing condoms.
- [+] A risk assessment approach encourages service providers to consider a 'Plan B' for each core aspect of their services (resources and staff). Spend time weighing up the range of things, such as changes in finance, policies or politicians, or key personnel, which could put resources at risk.

Learning organisations are dynamic.

- [+] While smaller service providers benefit from a stable staff group, it is also healthy to have sufficient staff turnover, or external learning opportunities, to allow new ideas and perspectives to develop within the organisation.
- [+] Service providers reliant on a charismatic individual to lead them, carry the risk that their departure will derail the organisation. The smallest of organisations can plan a 'succession strategy' by ensuring staff development of the whole team helps identify potential leaders.

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See examples of good practice pages 54 and 56

06

## Success and sustainability

Laying the foundations  
for sustaining safer nightlife

### I Policy Makers and Administrations

- [+] While nightlife and drug use is a major youth phenomenon, generations of clubbers are becoming adults with different attitudes towards drugs and leisure pursuits. Their long term health needs may require support.
- [+] Drugs trends are ever changing as new markets are developed and exploited. Public policy must accept that development and innovation will always be required.
- [+] Long-established substances such as alcohol continue to challenge service providers when trying to protect health. Safer nightlife developments must be sustained to avoid a stop-start cycle of development in which services repeat mistakes after knowledge and experience has been lost.

### I Nightlife Organisers

- [+] Litigation, for both personal and corporate liability, is becoming a more accepted aspect of life throughout Europe.
- [+] Long term collaboration with policy makers, safer nightlife promoters and insurers may lead to greater benefits for nightlife organisers who take safety and support seriously.
- [+] Safer Nightlife projects help the night sector and its industry move toward the legitimization and normalization of its activities and its positive image in public opinion.

### I Practitioners

- [+] Monitoring and evaluation data is more useful if it is actively shared to promote what works and ensure policy makers and other stakeholders are aware of what has been achieved and what has still to be done.
- [+] Engaging staff on short-term contracts for time-limited projects may affect future 'maturity' of work on safer nightlife. Careful strategic planning and partnership working is required to alleviate this.

### I Nightlife partygoers and youth

- [+] Joining community projects as peer workers is part of being an active member of the nightlife community and its improvement.

### **6.1 Establishing frameworks for monitoring progress**

When embarking on a project for safer nightlife, many organisations will share targets with partners which focus on improvements in health, safety and justice. These will be important aspects of monitoring progress. However, other aspects of the project to be monitored include:

- [.] Changes in attitudes and awareness of partners or the wider community.
- [.] Changes in attitudes and awareness of partygoers and youth.
- [.] Improved co-operation by nightlife organisers and services resulting in improved support to partygoers and youth.
- [.] Greater exchange of information and intelligence between nightlife organisers and services.
- [.] Improved quality of partnership and leadership
- [.] More informed media

### **6.2 Communication with stakeholders**

The time to begin communicating the progress you have made and the impact of your work to stakeholders is from the very beginning. Stakeholders need to know:

- [.] What is happening, when and where.
- [.] What you do, and why.
- [.] Where the money, time or resources are being used and the difference it is making.

There are many ways of achieving a high level of communication, without boring stakeholders or using too much of their valuable time. European Safer Nightlife partners have used a range of methods to keep people in touch with their work:

- [.] Email bulletins or E-zines.
- [.] Newsletters and posters.
- [.] Postcards.
- [.] General media features or specialist media features (e.g. reaching nurses through their professional magazines).
- [.] Changing window displays and use of electronic messaging screens.

A more innovative practice includes developing accreditation schemes for venues, which allows safer nightlife partners to place a 'badge' indicating a standard of nightlife provision. This communicates to nightlife "customers" and other services an important message of collaboration between services.

Working closely with the media has had both a positive and negative impact for many Safer Nightlife Partners. The positive impact includes wider public awareness of issues concerning drug use, nightlife and issues affecting clubbers – but only where journalists accurately and responsibly report what spokespersons say. Where there is a negative experience, it is often based on poor or irresponsible journalism and the misreporting of facts and quotes provided by service providers.

If service providers do wish to work with the media, some approaches may help towards gaining more positive coverage:

- [.] Appoint one or two spokespersons for the service, and provide them with media training from a trainer with experience.
- [.] Develop a clear policy for the service on which aspects of nightlife you will discuss with the media, and which you will not; and consider carefully in what circumstances you might allow a journalist to interview service-users or staff.
- [.] Try to build relationships with a few journalists whose work you respect. Invite them to see what you do 'off the record' before offering to be a contact for them when they are writing on the issues you have experience of.
- [.] Make your own recording of interviews with journalists, and take a colleague. Be prepared to complain, nicely but assertively, if you have been misquoted or misrepresented. However, expect to see your comments selectively used, in ways you did not intend!

### **6.3 Sustaining safer nightlife - the challenge of culture change**

Studies of organisational development have shown that processes of culture change within organisations can take 3 – 5 years, depending on the state of readiness of the organisation. The reality for safer nightlife is much more complex: not only is the nightlife environment diverse and ever-changing, there is also a wide range of partners with their own organisational culture contributing to the mix. Policy objectives and political commitment are also short-term, potentially changing at each election. This context presents significant challenges to service providers promoting safer nightlife.

European service providers have used a range of techniques to ensure that new approaches become embedded in culture and practice, including:

- [.] Identifying 'innovators' who will experiment and demonstrate results for others to follow for safer nightlife.
- [.] Identifying 'champions' who will lead change in their organisations or among their partners, who are trusted and respected by their peers and who bring credibility to the cause of safer nightlife.

- [.] Persuading a few key ‘doubters’ to become ‘converted’, demonstrating to other cynics that there is something positive in the argument for safer nightlife.
- [.] Focusing effort and energy on those where something positive can be achieved in terms of persuasion, rather than getting stuck battling those who cannot or will not be persuaded.
- [.] Eventually, a movement begins with those who are persuaded, leaving those who are not, behind.

#### **6.4 Planning for the long term**

Throughout the public and voluntary sectors of Europe, funding is distributed on a short-term basis for projects of 1 – 5 years’ duration. In many situations, public authorities find surplus funds towards the end of their financial year which they are keen to distribute for ‘quick-spend’ work. This puts immense pressure on organisations to respond to unforeseen opportunities, to plan for continuation of projects before they have been completed, and to maintain staff, and staff morale, in uncertain funding environments.

European service providers have developed coping mechanisms including:

- [.] Being prepared to say ‘no’ to short-term, end-of-year funding which distracts them from their key purpose – but having a range of costed options for equipment, training, improvements to premises or other quick-spend options for improving their existing work, which they can offer funders at short notice.
- [.] Using regular review and monitoring information to develop forward plans for new phases of work, well in advance of completion of current projects
- [.] Maintaining their needs assessment information so that they can forecast trends and demand for services on an ongoing basis. This helps maintain a forward-looking stance for liaison with partners and funders, rather than a retrospective stance focusing on continuation of what has been funded in the past.

#### **6.5 Transmission of Experience**

Some service providers work with a deliberate intention to end their work after a period of development. In doing so, their intention is to leave behind the capacity within another organisation, community or group of interested people, the skills, knowledge and experience to continue to promote safer nightlife. During this process the drugs agency makes a transition from developing and leading direct services to revellers, to leaving them in place for others to continue.

When planning for the end of an activity or project, organisations should ensure there is time for staff to download the knowledge and experience they have gained while working on it. When a piece of work comes to an end, this is often a natural time for staff to move on as well as a contractual ending in many cases. Organisations can get caught in a ‘cycle of inexperience’ if there is a failure to capture the learning and embed it in the organisation’s collective knowledge.

One initiative funded by the European Social Fund has developed a ‘Readiness Assessment Tool’ for planning a project’s succession and closure. This on-line tool helps organisations to self-assess their capacity, systems, delivery, partners and networks, and then guides them through what they need to consider within their forward plan.

[http://www.gos.gov.uk/gol/European\\_funding/?a=42496](http://www.gos.gov.uk/gol/European_funding/?a=42496)

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## Learning from experience

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Link objectives and target setting to a realistic, timed project plan

[+] Some projects have experienced delays in developing projects – for example, recruiting new staff to work on a project may take time. First year targets should account for the time that may be required for the project to become fully operational.

Be prepared to revise objectives and targets at regular intervals

[+] Local circumstances may change rapidly (nightlife may increase or decrease) or new trends may emerge, requiring adjustment of the approach

[+] Building in regular intervals for review and forward planning, with all partners, helps ensure objectives and that targets will still be relevant and challenging

An entrepreneurial approach aids sustainability

[+] Some organisations have successfully embedded new approaches in the work of mainstream organisations while generating income to support new activities, by selling their services as trainers to key professional groups

[+] Some organisations generate income by selling their information materials to other agencies (who make a saving by not having to develop their own)

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See examples of good practice pages 58 and 61

07

## Good practice examples

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Eight specific cases

**I Key words**

Information gathering- monitoring and evaluation.

**I Location**

Edinburgh and Scotland.

**I Background**

For the past 15 years Crew 2000 has tried to ensure that what it does is effective and to that end we monitor and evaluate all our services. This is especially true when we are planning services and we use a variety of methods to ascertain effectiveness and efficiency in everything we do.

**I Pilot of the action**

This has been an ongoing feature within Crew 2000 and it is incorporated into practice as a matter of routine. All interactions for information, advice or support are logged and interactions on the night scene itself are also recorded, questionnaires and surveys provide feedback on how well we're doing from our service users' perspectives and give us information on substance use.

**I Key partners**

Local Authorities, health services, festival, party organisers and private club managers are all key partners as are the health authorities.

**I Key Objectives**

Provide information, advice and support for people to make informed decisions about their substance use and create a safer nightlife. Monitor trends and learn what is effective when working with people.

**I Activity**

Outreach in the nightlife, telephone helpline, drop in shop and training for staff and workers. All activities are monitored and recorded, specific surveys are carried out to monitor effectiveness of services and to adjust or plan new services to meet the needs.

**I Budget and resources**

Costs are built in to any funding proposals and worked out in advance. In terms of the resources needed (staff, equipment and materials), on average monitoring and evaluation require around 5% of the total project time to be done effectively.

**I Significant impact**

We are aware of changes in patterns of consumption often before other agencies and can compare findings with previous data. Allows organisation to alert other stakeholders and plan interventions based on evidence.

**I Elements of success**

Achieving 'buy-in' by the staff and volunteers is absolutely vital for the success of the following:

[.] Feedback from service users is very positive about the value of our services.

[.] Ability to be able to influence policy in public and private bodies based on evidence.

[.] Ability to target scarce resources and anticipate needs is demonstrated.

**I Obstacles and/or inadequacies**

More resources and greater skill mix needed, data-base construction and management vital, as are person centred skills for interviewing within the night scene and dealing with the public.

**I Perspectives**

Would like to extend our abilities to research as well as earlier trend identification, have some great ideas for this but require more resources than we have at the moment.

**I Further information**

[www.crew2000.co.uk](http://www.crew2000.co.uk)

\* Ejemplo práctico referente al capítulo 3

### I Key words

Emerging trends, Nightlife, youth, ethnography, social network, drug consumption.

### I Location

Neighbourhood, city, country Catalonia (Spain) 7.197.174 population.

### I Background

All the places where young people go to meet friends, enjoy and spend their free time: Clubs, discos, raves, after hours, private parties, music venues (small and big concerts like SONAR or primavera Sound), local holidays, street night life (beaches, parks, squares).

The observatory also searches the way they travel from one place to another.

Drug consumption is not just studied during the weekend. We also try to find the difference between drug consumption during free time and working days.

### I Pilot of the action

This research is led by the Associació Institut Genus which was started in 1966 by social and health professionals. From the beginning it has been a pioneer in detecting, analyzing and treating social and health problems. During those years it has directed social health services and activities, trying to reach a society based on justice and solidarity.

### I Key partners

Although the activity is led by the "Associació-Institut" Genus there is a close relationship with other groups that work in the social and health areas, such as Energy control or Som Nit.

### I Key Objectives

The report gives a panoramic and global vision of the studied subjects; the main objective is to present an annual and continuous report able to give useful guidelines for policy makers, social and health technicians, drug agencies, and social and health workers to offer possible alternatives which may promote changes in health education and risk reduction actions.

Key population: young drug consumers from Catalonia. During the first years the age range studied was from 15 to 30 years of age and recently it has been enlarged to 12 to 40. The population is divided into smaller groups depending on the type of places they go to, their lifestyles, if they live in rural or urban environments, their aesthetics and the types of music they listen to.

Due to the high number of immigrant population that Catalonia has received in the past years this group has also been included in the population studied, as have also been the young people who have come during these years to study to our country, or to big musical events or to enjoy their holidays.

### I Activity

Observatory design: (Díaz, Pallarés, Barruti, Romaní, 1998)

Pilot report: (Díaz, Pallarés, Barruti, , 1999)

Annual reports ((Díaz, Pallarés, Barruti, Espluga, Canales, Martínez, 2000-2006)

The fundamental strategy of the new drug consumption observatory among young Catalans consists in using different qualitative and quantitative sources to obtain all types of contrasted information.

On the one hand we dispose of an average of 26 young researchers who interview periodically around 15 drug consumers. In these interviews the elements that are studied by the observatory are: the youth, styles, subgroups, context and types of environments they go to, drug consumption, perceived effects of the drugs, small scale market, itineraries, consequences stemmed from or related to drug consumption or lifestyles.

Another source of information are the surveys with are done annually in clubs, discos and after-hours parties and which record the elements of study mentioned above. As a quantitative instrument we also have a standard form, which is given out to the consumer network of all the researchers twice a year. This form records the itinerary that is followed on weekends, the means of transport used to go from one place to another and the drugs used.

Lastly 30 in-depth interviews are made with key informers who know in depth elements studied by the observatory.

Every three months there are meetings with an expert committee in order to follow through all activities.

### I Budget and resources

**(cost of action and sources of financing, staff and equipment needed)**

Cost: 98,000€

Sources of financing: Health Department of the Catalan government, The city of Barcelona, The deputation of Barcelona

Human Resources:

[·] Management team and authors of the report: consists in two anthropologists, two psychologists and one sociologist.

[·] Expert committee: consists in professionals of the Delegation for Sources of Financing and for Youth.

[.] Fieldwork Team: 25 young researchers

[.] Survey Team: 25 pollsters

[.] Panel of Key informers: 30 professionals who know their elements of study in depth.

[.] Secretary. €

#### **I Significant impact and Elements of success**

The annual reports that are made by the observatory have become a reference for professionals who work in fields of drug-addiction, for administration as well as private entities.

#### **I Obstacles and/or inadequacies**

There is a constant change in the fieldwork team which presupposes a constant training of the new members.

Difficulty in finding young researchers who will have access to immigrant population.

#### **I Further information**

**(website, publications, contacts, links to specific documents,...)**

[www.genus.es/associacio/esp/estudis/index.htm](http://www.genus.es/associacio/esp/estudis/index.htm)

[www.cocaonline.org/material/index.php](http://www.cocaonline.org/material/index.php)

[www.gencat.net/salut/depsan/units/sanitat](http://www.gencat.net/salut/depsan/units/sanitat)

[www.aspb.es/cache/documents\\_noves\\_drogues.html](http://www.aspb.es/cache/documents_noves_drogues.html) Shortly an evolutionary report will be edited, a summary of recent years.

## **Safer Clubbing Association\***

07.3

#### **I Key words**

Safer Guidelines, Network, Quality Label, Harm Reduction, Lobbying for Nightlife.

#### **I Location**

Nightlife Clubs in the cities of Switzerland.

#### **I Background**

The development of Zurich's party-culture over the past ten years was the main catalyst to form the 'Safer Clubbing' Association. Today, Zurich is considered to be one of the most important party-metropolis in Europe. Approximately 100 clubs and bars with dance-floors (four times as many as in 1995), attract close to 50'000 people every weekend. This fast development also entailed some problems. To improve the situation the youth consulting agency "Streetwork" of the City of Zurich invited several club-owners and managers to a meeting and presented the idea of establishing a quality label for all clubs in Zurich. This quality label was successfully implemented in 2004.

This new form of structural prevention has gained a lot of recognition. Supported by the Swiss Federal Office of Public Health the Safer Clubbing Association aims to expand its activities to the six largest Swiss cities. Two more local sections of Safer Clubbing have already been established in the city of Bern and Winterthur and two more will follow in Basel and Luzern by the end of 2007.

#### **I Pilot of the action**

The beginning of the implementation of Safer Clubbing Switzerland was led by the youth consulting agency "Streetwork" of the City of Zurich. For the extension of Safer Clubbing to the other cities of Switzerland, professional coordinators as well as local prevention institutions take the lead.

#### **I Key partners**

[.] Club owners and club managers.

[.] Security associations.

[.] Local police members.

[.] Medical services.

[.] Local prevention Institutions working in the field of drug and HIV/Aids prevention.

\* Practical example referring to chapter 4

### **I Key Objectives**

- [.] Safer Clubbing = Clubbing with know-how which guarantees high-quality nightlife events
- [.] Having less problems related with alcohol and drug use in the nightlife venues!
- [.] Early detection of nightlife drug related problems.
- [.] Coexistence in neighbourhood.
- [.] Collaborations between police, government, key persons within nightlife and prevention institutions.
- [.] Network of Club - giving nightlife a voice to do lobbying.

### **I Actividad**

- [.] To train staff of all member clubs.
- [.] Prevention action and material in all member clubs.
- [.] Regular meetings with policy makers, police, prevention institutions and the medical services.
- [.] Controlling the implementation of the guidelines in member clubs.
- [.] Developing and adapting guidelines for safer venues.
- [.] Special campaigns on specific topics like violence, littering etc.

### **I Budget and resources**

- [.] Project Coordinator for the extension to other Cities is paid by specific national and local institutions (approx. 15'000 Euros per year).
- [.] Coordination of the local section is part of the job description of an employee of a local prevention institution (no cost for Safer Clubbing).
- [.] All cost for the control audits, flyers and webpage are paid with the membership fees of the member clubs (around 400 Euros per club per year).

### **I Significant impact**

- [.] High impact through implementing quality standards in the nightlife setting.
- [.] Prevention work in Safer Clubbing member clubs has improved significantly.
- [.] Safer Clubbing is becoming more and more an important partner for media, policy makers, government and police authorities.
- [.] More and more cities in Switzerland are interested in implementing new sections of Safer Clubbing.

### **I Elements of success**

- [.] To establish a good working atmosphere between club owners and institutions.
- [.] Creating safer guidelines which are adjusted to local needs.
- [.] Creating a win-win situation for all key partners!
- [.] To establish prevention institutions credible partners!
- [.] Limited financial engagement for a club.
- [.] Official support.

### **I Obstacles and/or inadequacies**

- [.] Little impact on nightlife policy and on strategic plans of the police.
- [.] Prohibition makes it sometimes difficult to talk openly about problems.
- [.] Little financial means for professional structures.
- [.] The costs for every member club.

### **I Perspectives**

- [.] To have a section of Safer Clubbing in all relevant nightlife scenes of Switzerland.
- [.] To be part of an European quality label.

### **I Further information**

www.safer-clubbing.ch  
mailto:info@safer-clubbing.ch  
Safer Clubbing  
Z. Hd. Alexander Bücheli / Rene Akeret  
Postfach 2070  
8031 Zürich  
Or call: +41 43 300 54 77

**I Key words**

Quality, well-being, integrated action, communication, charter.

**I Location**

Brussels - Belgium.

**I Pilot of the action**

Modus Fiesta, project of Modus Vivendi.

**I Key partners**

Nightlife associations, Local centre of Brussels for Health Promotion French Community Commission.

**I Activity**

- [.] Identification of venues that will be part of the quality label.
- [.] Identification of partners: public authorities and organisations of health promotion (not only drug harm reduction).
- [.] Research on the necessary contents to include in the label (regional specificities).
- [.] Communication and creation of communication tools.

**I Key Objectives**

To facilitate well-being behaviours in nightclubs and parties:

- [.] Establish a round table including party organisations, health administration and public health associations.
- [.] Organise trainings of harm reduction for nightclubs' workers but also of noise and conflict management.
- [.] Propose several services in nightclubs and parties : obligatory : free water, material (earplugs, condoms, lubricant, information about general and specific harm reduction) - early warning system.
- [.] bonus : return home service, chill-out room, non smoker room, medical service, access for handicapped people...
- [.] Make and promote a quality label for the party organisations who sign the charter.

\* Practical example referring to chapter 4

**I Budget and resources**

A full time and a halftime project leader, money for the promotion of the quality label.

**I Significant impact**

- [.] Adhesion of the public.
- [.] Number of clubs who participated.

**I Elements of success**

- [.] The large group of organisations and discos which were interested in the process.
- [.] The propositions they made in relation with knowledge on nightlife.
- [.] The means that the administration offered for the entire project.

**I Obstacles and/or inadequacies**

- [.] **The nightlife workers could implicate themselves more deeply in the project.**
- [.] **We can extend the label to other places.**

**I Perspectives**

We want to make a guideline for implementation of the label in Europe in four phases:

- [.] Identification of places for implementation of label
- [.] Identification of partners: public authorities and organisation of health promotion (not only drug harm reduction)
- [.] Research about the things to put in the label (regional specificities..)
- [.] Communication and creation of communication tools.

**I Más información**

[www.qualitynights.be](http://www.qualitynights.be)

For further information, feel free to contact the project coordinator:

Catherine Van Huyck  
 Modus Fiesta  
 Rue van Artevelde, 130  
 1000 Bruxelles  
 +32 (0) 2.503.08.62  
[modusfiesta@modusvivendi-be.org](mailto:modusfiesta@modusvivendi-be.org)

### I Keywords

Safer Nightlife, Training, Club staff.

### I Location

City of Paris.

### I Duration

Since 2005

### I Background

To face some accidents which happened during some Parisian parties in 2003 related to the mix of GHB with alcohol, the city of Paris and the local representative of the government brought together the local stakeholders in order to provide an integrated response to risky behaviour among partygoers. This response includes training of the club staff as well as the development of a safer dance charter and the diffusion of information and material in the clubs.

### I Pilot of the action

The city of Paris and the local representative of the government (Préfecture). The coordination is carried out by the French Forum for Urban Safety.

### I Key partners

The drug unit of the local police, the unions of club owners, the local NGOs working in prevention and harm reduction fields.

### I Key objectives

The activity sought to improve risk-related practices of club staff and within the different nightlife environments (by providing training sessions).

### I Activities

Targeting the club staff, this interactive training is based on the experiences and needs expressed by the participants. The training session is open to the whole of the club staff in order to create a team dynamic.

A 2-hour session investigates:

- [.] What are the substances, their effects and associated risk.
- [.] How to manage a crisis situation?
- [.] How to reduce the number of accidents: accessible cold water, aeration, chill out spaces...
- [.] The legal responsibility of clubs.

The trainers come from partner associations and from the drug unit of the police force.

The clubs which took part in the training say that the teams:

- [.] Feel appreciated: external persons are interested in their needs and practices.
- [.] Feel reassured because their practices have been validated by the trainers.
- [.] Like to observe that the institutions are now willing to support them.

The training session is a space for exchanges: the trainers learn as much as the staff.

### I Budget

30 000 / year for working group coordination and for the organisation of training sessions for the clubs.

### I Significant impac

- [.] The teams felt appreciated: there was interest in their needs and practices.
- [.] The discussions reassured the members of the staff, consolidating their initiatives.
- [.] The teams liked to set up relationships with institutions based on support.
- [.] Due to the training session, some of the clubs now provide food or other materials reducing harm.

### I Elements of success

The involvement of the police force in the training sessions renders the club owners more confident that they should not be pursued in case of developing drug-related responses in their clubs or facing drug-related accidents.

### I Obstacles, inadequacies

Some of the clubs work with an external security staff who does not take part in the training sessions. We thus have to work with these private companies.

It would be better if the security staff should have to be trained to be licensed.

### I Perspectives

The development of this project will be done in the framework of a charter signed between the participating clubs and the “Fêtez Clairs” partners. The counterpart for the clubs being a strong promotion done by the city and the local radio for young people.

### I Further information

[www.fetez-clairs.org](http://www.fetez-clairs.org)  
[Charlois@urbansecurity.org](mailto:Charlois@urbansecurity.org)

### **I Key words**

Pleasures and risks management, peer work, informative stands, chill-out.

### **I Location**

Catalonia, Madrid, Valencia, Andalusia, Canary Islands - Spain.

### **I Background**

From 1997 Energy Control defines its vision on the drug consumption phenomenon on a public health basis, in order to find other ways of intervening and coexisting in a world where drugs are present:

- [.] We accept that there are those who want to use drugs and will do so.
- [.] Consumption of drugs does not mean problems.
- [.] The consumer may worry about his/her health.
- [.] There are worse risks than addiction.
- [.] The priority is quality of life and the well-being of the individual person and community.

### **I Pilot of the Action**

Energy Control – Association for Well-being and Development

### **I Key Partners**

Local, regional and national authorities (mainly Health and Youth), the managers and promoters of discotheques, festivals, parties and drug consumers.

### **I Key Objectives**

Promote community health and reduce negative incidents related to a recreational consumption of legal and prohibited substances:

- [.] Create and transmit information on drugs
- [.] Become an informative reference on drugs
- [.] Coordinate, reinforce and create groups of volunteers
- [.] Increase the social initiative of nightlife professionals
- [.] Facilitate access to information and specialised attention stands
- [.] Reduce harm associated with consumption of adulterated substances

### **I Activity**

Energy Control is an initiative made by and for young people who want to be in those places where other young people are. In the nightlife places/venues, informative and

specialised attention stands are held which provide access to preventive material and to systems of substance analysis.

### **I Budget and Resources**

165.000 / year, 9 Professionals, 103 volunteers

### **I Significant impact**

- [.] Approaching alcohol and drug consumers.
- [.] Re-enforcing abstinence stance of non consumers.
- [.] Favouring correct making of decisions by consumers.
- [.] Increasing levels of information on drugs.
- [.] Early detection of risk situations.
- [.] Reducing impact in active consumers.
- [.] Offering information about how to reduce risks.

### **I Elements of success**

- [.] Acknowledgement of an important part of nightlife sector.
- [.] Important involvement of volunteers in development of projects.
- [.] Great flexibility when developing new initiatives.
- [.] Continuity in integration of new volunteers and professionals.
- [.] Capacity to create new strategies and not only answer the expectations of the institutions.

### **I Obstacles and/or inadequacies**

- [.] Lack of formal framework that would acknowledge interventions geared towards risk reduction, strategies and work-tools.
- [.] Difficulty for project to manage communication with the media and the general public.

### **I Perspectives**

- [.] Increase the involvement of nightlife club owners, promoters, venue owners in local «Safer Nightlife» projects.
- [.] Increase management of pleasures and risks.
- [.] Train professionals of diverse areas.
- [.] Development of new material related to the use of new technologies.

### **I Further information**

[www.energycontrol.org](http://www.energycontrol.org)

### I Key words

Organisational development, peer work, nightlife.

### I Location

Unity started as an Amsterdam peer project but has grown into a national project with 5 departments (in Amsterdam, The Hague, Rotterdam, Utrecht and Brabant).

### I Background

Ten years ago Unity started as a small Amsterdam based project. The first years lots of work has been put into making Unity a good programme. Unity went from “good practice” to “best practice” by doing research and changing big or small parts of the project. When the project was “best practice” Unity wrote down the method in guidelines so it could be implemented by others.

At the same time lots of work was put into influencing and towards the involvement of stakeholders in the project, by the dance organisations as well as policymakers. Unity is always transparent. Stakeholders are welcome to visit and watch Unity at work.

When Unity decided to expand, it looked for possible partners in its network. It was important that potential partners shared a similar vision, mission, image and that the partners would do their best to maintain the quality. Partners had to be reliable.

### I Pilot of the action

Unity (Jellinek preventie), Amsterdam - Nederland.

### I Key Objectives

All the conditions are written down in an official document with the rights and obligations of every department. In this document the main goal of Unity is described as well as the work methods. It also says that:

- [.] Partners adhere to the project name
- [.] Partners adhere to the risk reduction mission
- [.] Partners will take care of having an identical image and will take care of the quality of the project.

\* Practical example referring to chapter 6

### I Activity

When partners were found Unity Amsterdam offered them support by giving them guidelines, having consultancy meetings, sharing know-how, training, measuring instruments (process and effects), resources/means and contacts. These things were shared without restrictions or costs. There was no hidden agenda between partners.

### I Budget and resources

The Unity departments had to have a strong local base with national elements supported by national institutes. The Unity departments have their own responsibilities for local policies. Finance would therefore come mainly from local financing. Only small parts would be financed by national financing.

### I Significant impact

Partners have the right to:

- [.] Use the best practice method and work according to the procedures in the guidelines.
- [.] Let their volunteers follow national Unity training and update their knowledge by national expert meetings.
- [.] Use the national instruments for data registration, -analyses and evaluation.
- [.] Use the contacts/network from Unity and use its name.
- [.] Use all volunteers in the Netherlands for activities in their area.
- [.] Use and change the national Unity internet site.
- [.] Change the intervention in local policy if necessary

Partners oblige themselves to:

- [.] Keep the quality and the education at a high level
- [.] Take care of the continuity of the project in their own region (including finance)
- [.] Select, accompany and evaluate a minimum amount of volunteers
- [.] Contribute to the network with a minimum amount of regional festivals or parties, discotheques or clubs and to share their network/contacts with other Unity partners.

### Elements of success

What are the advantages of nationwide Unity groups?

- [.] Because lots of things (training, gadgets, Internet) are shared, costs can be kept low.
- [.] With a bigger team of professionals and volunteers more events can be covered.
- [.] The name Unity is better known in and outside of the dance scene because people see or hear about Unity everywhere, which enlarges the credibility of Unity.

[.] Stakeholders can't ignore Unity anymore, because it has a huge network and has a positive image.

[.] The monitoring system is collecting information nationwide instead of only local data.

#### **I Obstacles and/or inadequacies**

[.] There is a loss of control of the project. The founders should be able let go of the project.

[.] Because it is bigger, it is also slower to change policies or direction

[.] Quality control is more difficult in a big organisation than in a small organisation.

[.] Involve the volunteers in this process. Unity does a lot to make sure the volunteers from different departments know each other. Also volunteers have an important voice in the direction and policies created within the project.

#### **I Perspectives**

Discussions and changes in policies are decided on the bases of consensus between the project managers of all departments. There is a three monthly meeting in which problems are discussed and decisions are made. There is also a national directing committee of stakeholders (dance promoter, first aid organisations, researchers etc) that is asked to help with developing vision and strategies for the future. They function as mediators in case of conflict between partners.

#### **I Further information**

Jellinek [.] Unity  
www.unitydrugs.nl  
mail: unity@jellinek.nl  
Overschiestraat 65  
1062 XD Amsterdam  
Postbus 3907  
1001 AS Amsterdam  
tel: 020 4087 775

#### **I Key words**

Coordination, proximity, emergency units, guidelines.

#### **I Location**

21 projects in one Italian region (Emilia-Romagna) in legal and “not totally legal” events.

#### **I Background**

In our region there were many projects, but they didn't work together. Sometimes in little cities there were big events and the workers of that city weren't able to organize an info-point or to negotiate their presence with the organizers. These workers come from different experiences and need different training. Medical doctors in the hospitals near the events are not informed about them (how many youngsters, how many days, how many problems, ...) or about substances and specific treatment of different kinds of intoxication; municipality gave the permission for the event but with a poor bargaining power for the organizers, ... Many events, many youngsters but lack of knowledge and of coordination. All these projects have problems with funding (lack of funding or short-term funding).

#### **I Pilot of the action**

Regional Health System and the Drug Dependency Regional Office with the involvement of the regional network of street workers and outreach projects.

#### **I Key partners**

Municipality, Emergency Units, National Health System, NGO, Partygoers and nightlife organizers.

#### **I Key Objectives**

[.] To point out the activity of outreach projects and to stabilize workers involved in this kind of work.

[.] To have a regional antenna for new styles of drug use and new substances.

[.] To give some indications for a good network and organization of good quality events.

[.] The target population are the organizers, consumers of nightlife events (and other big musical events) and policy makers too.

[.] To promote a safer enjoyment, safer sex and to prevent car accidents.

## **I Activity**

To organize, within musical events, one (or more) info points on drugs and safe sex. In some cases we organize a chill out room (not always possible). During big events more projects work together. We give information on drugs, we give free water, fruit, condoms, and other kind of things to improve the quality of your night enjoyment. Information is based on a not judging attitude on sex and drugs. The main topic is “health”. One key-point for institutional projects is to create a proximity between Institution (for example some Drug Dependency Units) and ravers or partygoers of night events. Every project has a form to record contacts and other activities during the night. This form is not an evaluation form but only a record of activities done in that night. Presence can change from a few hours (4-6 hours) to two or more days.

## **I Budget and resources**

To stabilize the 21 projects, the Regional Health System grants a loan of 2.000.000 euros.

## **I Significant impact**

Now we have 21 projects but in many events they work as ONE project. Workers have the same training and, in case of need, some workers or teams can move to work with other teams. The Emergency Units are informed on events and on “what to do”. Some municipalities now have regulations on alcohol during festival.

## **I Elements of success**

The promoter was the Regional Health System. From the beginning we have involved some representatives of Municipalities and of the Regional Coordination of Emergency Units. The Regional Administration gives funds, but only if you follow these guidelines.

## **I Obstacles and/or inadequacies**

It could have been better if these guidelines had a better diffusion between policy makers. We need to improve the coordination between organizers (health is not against business).

## **I Perspectivas**

juntar más y más financiación y dirigirla a la aplicación de las líneas directrices, seguir con la formación y la estabilización de las personas que trabajan en estos proyectos.

## **I Further information**

[www.regione.emilia-romagna.it/dipendenze](http://www.regione.emilia-romagna.it/dipendenze)  
[e.polidori@ausl.fo.it](mailto:e.polidori@ausl.fo.it)

You can find guidelines searching in the web page: delibera 1533 del 06/11/06 and an extended version (with some indications on emergency units about cocaine, heroin, LSD, liquid ecstasy, stimulants, cannabis) searching : circolare 12 “Linee di indirizzo regionali in tema di prevenzione e di contrasto del consumo/abuso di sostanze stupefacenti e psicotrope (deliberazione della Giunta regionale n. 1533 del 6 novembre 2006): indicazioni operative”.

08

## Contact

Networking to Share  
Good Practice

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**“Safer Nightlife” projects:**

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BELGIUM:  
[www.qualitynights.be](http://www.qualitynights.be)

SPAIN:  
[www.nitsegura.info](http://www.nitsegura.info)

EUROPE:  
[www.democitydrug.org/safernightlife](http://www.democitydrug.org/safernightlife)

**Outreach projects:**

EUROPE:  
[www.basics-network.org](http://www.basics-network.org)

GERMANY:  
[www.alice-project.de](http://www.alice-project.de)  
[www.eve-rave.de](http://www.eve-rave.de)  
[www.party-project.de](http://www.party-project.de)  
[www.partypack.de](http://www.partypack.de)  
[www.eclipse-online.de](http://www.eclipse-online.de)  
[www.drugscouts.de](http://www.drugscouts.de)  
[www.mancheck.de](http://www.mancheck.de)

BELGIUM:  
[www.modusvivendi-be.org](http://www.modusvivendi-be.org)  
[www.partywise.be](http://www.partywise.be)  
[www.vitalsounds.be](http://www.vitalsounds.be)  
[www.hardcoreharmreducer.be](http://www.hardcoreharmreducer.be)

FRANCE:  
[www.fetez-clairs.org](http://www.fetez-clairs.org)

SWITZERLAND:  
[www.safer-clubbing.ch](http://www.safer-clubbing.ch)

SCOTLAND:  
[www.crew2000.co.uk](http://www.crew2000.co.uk)

SPAIN:  
[www.energycontrol.org](http://www.energycontrol.org)  
[www.ailaket.com](http://www.ailaket.com)  
[www.zonaclave.net](http://www.zonaclave.net)  
[www.hazkunde.com](http://www.hazkunde.com)  
[www.exeo.info](http://www.exeo.info)  
[www.omaweb.org/sam](http://www.omaweb.org/sam)

FRANCE:  
[www.keep-smiling.com](http://www.keep-smiling.com)  
[www.technoplus.org](http://www.technoplus.org)

HOLLAND:  
[www.unitydrugs.nl](http://www.unitydrugs.nl)  
[www.uitgaanendrugs.nl](http://www.uitgaanendrugs.nl)

HUNGARY:  
[www.kekpont.hu](http://www.kekpont.hu)

PORTUGAL:  
[www.check-in.apdes.net](http://www.check-in.apdes.net)  
REINO UNIDO:  
[www.thesite.org](http://www.thesite.org)

SWITZERLAND:  
[www.eve-rave.ch](http://www.eve-rave.ch)  
[www.prevtech.ch](http://www.prevtech.ch)

UK:  
[www.thesite.org](http://www.thesite.org)

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