

## **CLUB HEALTH 2017 – DUBLIN**

### **Zurich's approach to enhance the pleasure of going out**

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Commission Switzerland

President NEWNet

# Zurich goes out

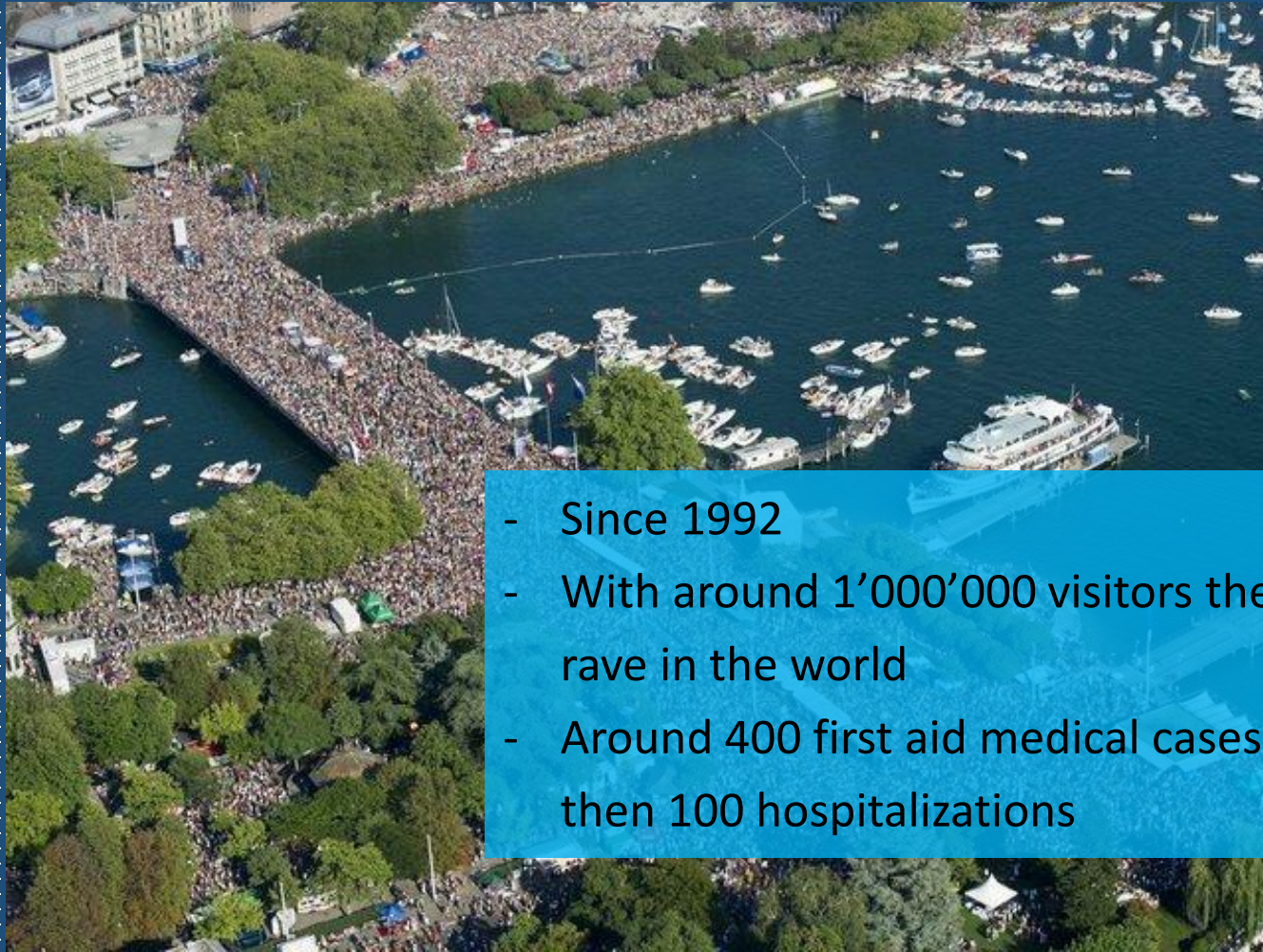


- Over 600 night café licences, 180 relevant clubs and nightlife bars
- 3 main nightlife areas
- More than 70'000 partygoers weekend
- 40 night cases<sup>x</sup> per weekend reported by the Police

X = night cases refers to incidents (fights, robbery), which needs police activities and happen between 22.00 to 06.00



# Zurich's Street Parade



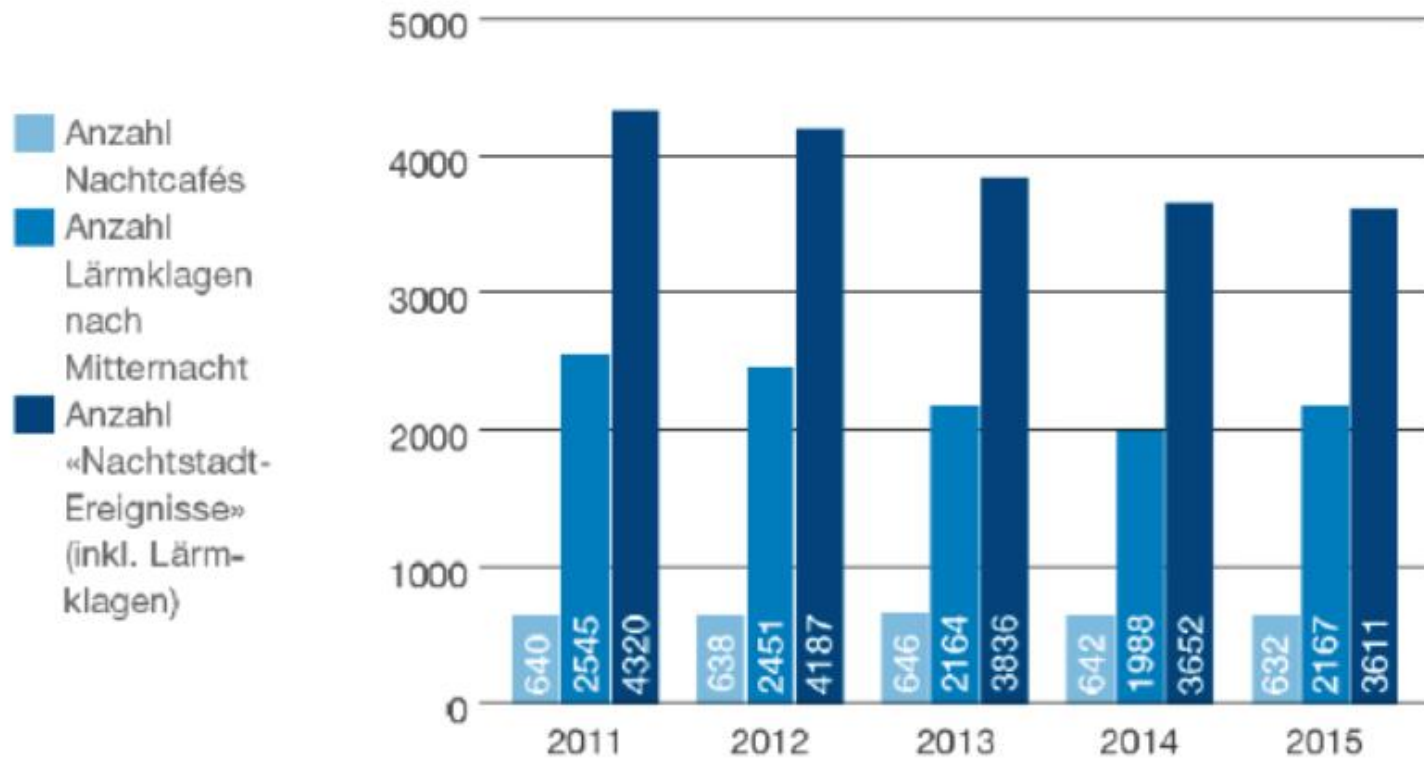
- Since 1992
- With around 1'000'000 visitors the biggest rave in the world
- Around 400 first aid medical cases, less than 100 hospitalizations



# Typical night cases



# Trends – numbers of night café/cases



# Financial benefit

## Visitors

### Besucher

74'615 Gäste/Weekend

3.88 Mio Gäste/Jahr

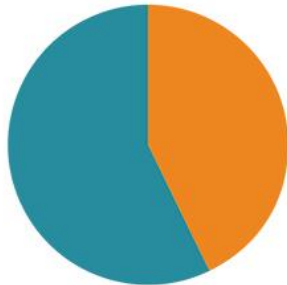
## Revenue

### Umsatz

3.8 Mio CHF/Weekend

198 Mio CHF/Jahr

Gäste/Jahr Bars  
**1.67 Mio (43%)**



Gäste/Jahr Clubs  
**2.21 Mio (57%)**

Umsatz/Jahr Bars  
**88 Mio CHF (44%)**

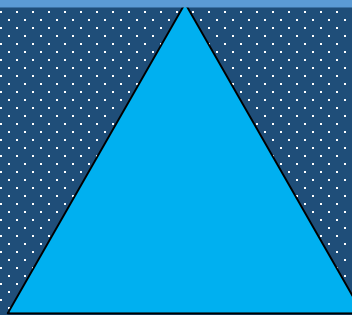
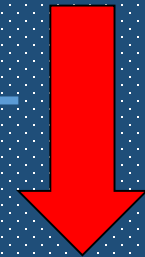
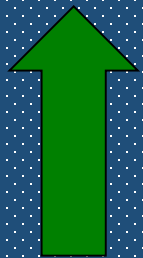


Umsatz/Jahr Clubs  
**110 Mio CHF (56%)**

# Going out risk or pleasure?

- Social interactions
- Dancing (exercise)
- Disconnect, relax
- Music, colours and forms
- Pleasure of drug use

- Drug related risks
- Violence
- Sexual risk behaviour
- Vandalism
- Night-noise



# Multi-Stakeholder approach

It is not only about what we do – it's also about how we do it

Stakeholders must be treated as equal partners:

- we need a regular exchange between them
- there must be collaboration between them
- they must have at least a consultative role

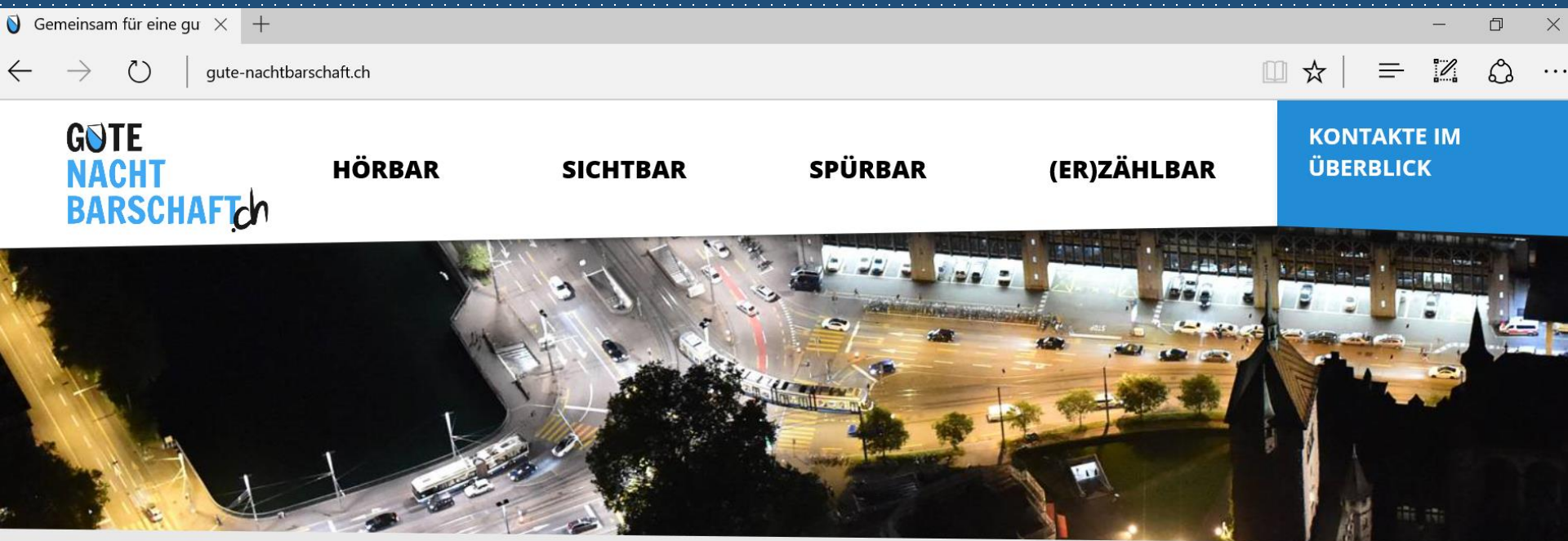


# The city is focusing on the night



- **Situation:** Zurich's Nightlife culture is developing fast; liberal law concerning opening hours and selling Alcohol – no specific policy until now; 2015 to 2017 the city is focusing on a discussion about the nightlife culture
- **Aim:** to launch the discussion if a specific nightlife policy is needed
- **Method:** stakeholder involvement; discussion groups; round tables; study visits in Berlin; exhibition about the life after eight

# Toolbox Nightlife



**Gemeinsam für eine gute Nachbarschaft  
in der Stadt Zürich.**

**Together forward to a good night for all**

# Nightlife Round Table

- Established 2002, by saferparty.ch
- Three time per year, participants are:
  - police
  - club and bar owners
  - private security company's
  - first aid medical support
  - prevention and harm reduction offers
- The topics are proposed by the participants
  - alcohol
  - Illegal drug use
  - night noise
  - security regulation

# Zurich's Night Major



- **Situation:** Since 2015 six persons are member of Zurich's Night Major council; they are representing the underground and commercial culture, the party goers, musician etc.
- **Aim:** be an ambassador and giving the entire nightlife culture a voice
- **Method:** stakeholder involvement; regular exchange; empowerment (young promoter round tables)



# Bar & Club Commission

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**BCK**  
Bar & Club  
Kommission  
Zürich

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- **Situation:** no lobby system was defending the needs of the nightlife culture itself; Zurich's Bar and Club Commission was founded 2011 - today more than 100 members are part of the association
- **Aim:** representing the interests and the aim of the nightlife industry
- **Method:** lobbying; media work; PR, active on coexistence and safer clubbing approach etc.

# BCK: Staff Training



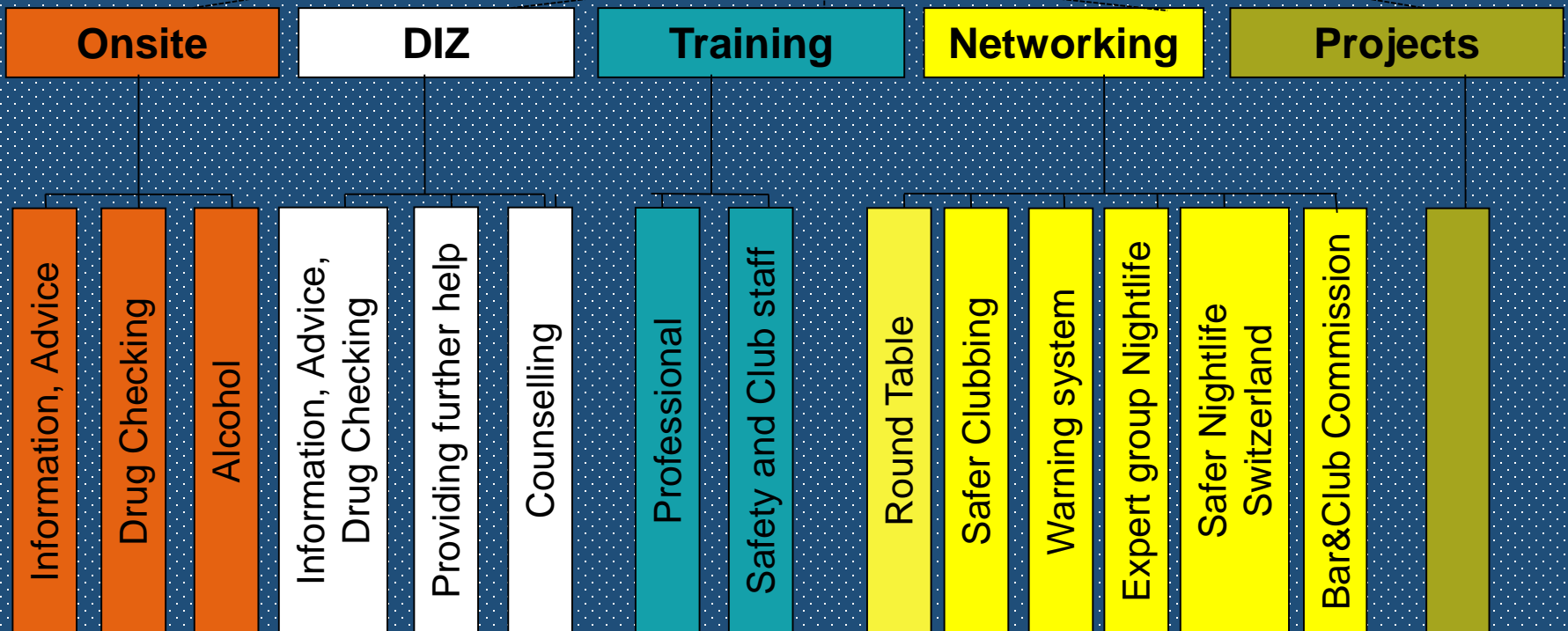
- **Situation:** no specific nightlife education for bar tenders, bouncers and runners was existing; but they need to deal with the selling of Alcohol (under age protection), intoxication cases and with difficult costumer
- **Aim:** empower the staff members
- **Method:** onsite staff training; staff day with social – party – component; e-learning (future)

# BCK: Open Club Door Day



- **Situation:** non partygoers (parents, neighbours, politicians) are afraid about the “black hole” – because they don’t know what happens there
- **Aim:** giving access to non partygoers to nightlife spot; giving answer to their questions related to the night
- **Method:** transparency; personalising the “black hole”; translating what happens in the night to a bigger audience

# Saferparty.ch integrated approach



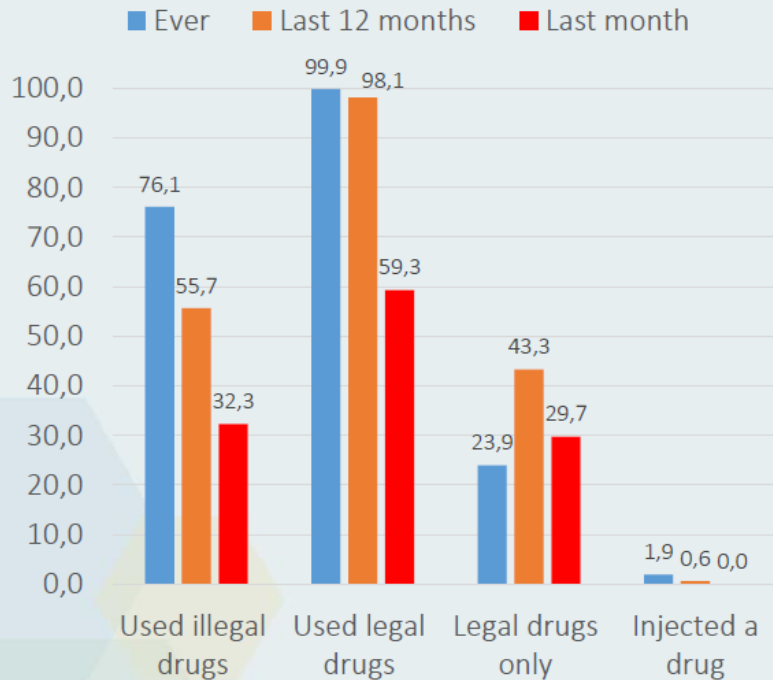


# Saferparty.ch onsite Drug Checking

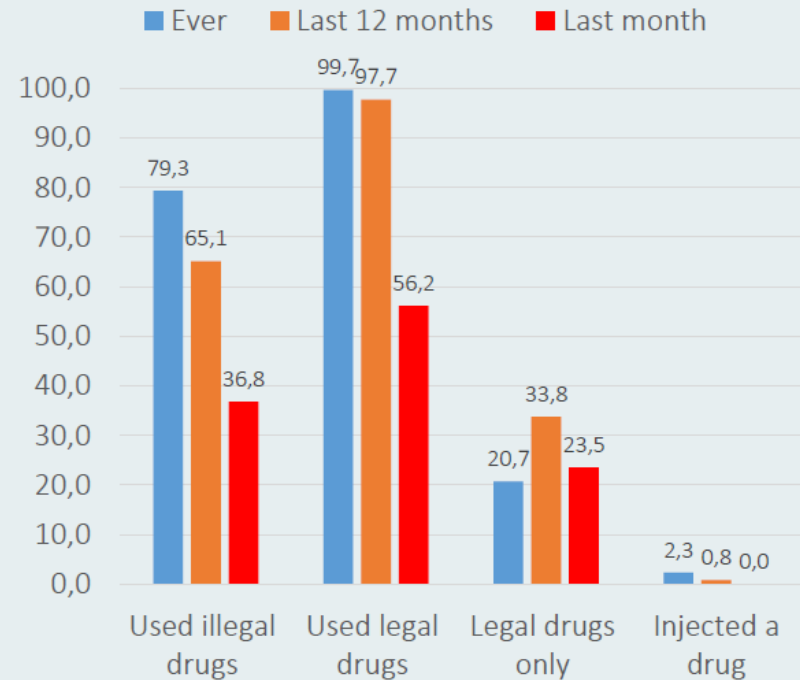


# Drug use in Switzerland (GDS)

Drug use among the Swiss sample



Drug use among the GDS2017 sample



GLOBAL  
DRUG  
SURVEY

2017

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# Drug use in Switzerland (GDS)

Seeking emergency medical treatment following the use of alcohol last year (%)



GLOBAL  
DRUG  
SURVEY

2017

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# Save the Date - NIGHTS 2017

**NIGHTS**  
STADT NACH ACHT

EMAIL STADT NACH ACHT 2016

**180**

TAGE

**18**

STUNDEN

**20**

MIN

**3**

SEK

urban development night time economy clubculture health mobility gender security

**2017 STADT NACH ACHT**

**KONFERENZ ZUR NACHT**

BERLIN NIGHT TIME CONFERENCE

9. - 11. November 2017 Berlin



**THANK YOU!!**

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

[www.nights-2016.org](http://www.nights-2016.org)

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