

# London Strategic Licensing Pilot: Consultation document

## Key information

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## **1. Mayor's Foreword**

London's restaurants, bars and music venues are the greatest in the world. Whether they are serving the finest food from every corner of the globe, hosting the biggest names in music, or providing a place where we can laugh with our loved ones until the early hours, they are the beating heart of life in our city. They bring our communities together, grow our economy and support hundreds of thousands of jobs. The 'London experience' is also a magnet for the best and the brightest from around the world, drawing in top talent to work and study here.

The licensing system in England and Wales regulates the sale and supply of alcohol and the provision of entertainment and late-night refreshment. In short, it impacts where Londoners can go for a night out, how long it will last and how good it will be.

The way the licensing system works in London is too often fragmented, inconsistent and difficult to navigate. Many businesses say it can create unnecessary costs, delays and barriers to growth. As a result, London has been missing out on opportunities to expand our cultural and late-night offer and make it even better for Londoners.

But the English Devolution and Community Empowerment Bill could now give London a chance to lead the way. UK Government amendments to the Bill would give the GLA new powers to pilot a strategic, evidence-led approach to licensing, transforming our economy, and setting an example for national policymakers to follow.

This is not about replacing existing local policies. Instead, we want to work with local authorities to ensure that their policies serve our strategic goals, giving them a clear framework to help us create a more consistent approach across the capital that works for businesses and communities alike.

This is a once-in-a-generation opportunity to end the licensing postcode lottery and change Londoners' lives for the better. By bringing empty high streets back to life and bolstering our city's global appeal, we can build a London that isn't just fairer, safer and more prosperous, but happier, more sociable and more inclusive too.

To seize this opportunity, we must work together: City Hall, local authorities, police and other responsible authorities, and businesses. This consultation marks the start of that process, and I encourage all Londoners to have their say.

## **2. Introduction and purpose of the consultation**

## 2.1 Why we are consulting

London's culture, hospitality, events and nightlife play a vital role in the city's economy, identity and community life. They support jobs, attract visitors and investment, bring people together and help make London a global city that works across the full 24-hour cycle.

The national licensing system sets the framework for when and how businesses can provide entertainment and operate late at night, including serving food and alcohol. Local licensing authorities are responsible for deciding licensing applications in their areas, promoting the four licensing objectives that are set out in the Licensing Act 2003.

The current licensing system in London, while grounded in a strong national legislative framework, is often experienced as fragmented, inconsistent and difficult to navigate. Evidence from businesses, licensing authorities, residents and responsible authorities suggests that this can create unnecessary cost, uncertainty and barriers to growth, while not always delivering the best outcomes for communities.

In April 2025, the UK Government announced its intention to work with the Greater London Authority to pilot a new strategic role for the Mayor of London in the licensing system, alongside a new city-wide strategic licensing policy. This pilot will test whether a more coordinated, city-wide approach to licensing can improve consistency, transparency and decision making, while continuing to promote the four licensing objectives set out in the Licensing Act 2003. A new approach will add a strategic overview and voice for London, guiding and bringing more consistency to the 33 local licensing policies and services run by local authorities across London.

This consultation forms a key part of that process. It provides an opportunity to gather views from Londoners, businesses, licensing authorities, responsible authorities, local health boards and other stakeholders on the draft London Strategic Licensing Pilot.

## 2.2 What this consultation is about

This consultation seeks views on the draft London Strategic Licensing Pilot, in particular:

- The content and approach of the draft London Strategic Licensing Policy
- The principles and priorities that the Mayor proposes should guide licensing decision-making across London
- The potential impacts, benefits and challenges of the proposed approach for licensing authorities, businesses, Londoners and communities
- How the pilot should be implemented to ensure it delivers meaningful and measurable outcomes

The consultation is intended to inform the London Strategic Licensing Policy ahead of its finalisation and publication, and to help shape how the pilot is delivered in practice.

This consultation is not about whether the London Strategic Licensing Pilot should be introduced or whether the Mayor of London should be granted strategic licensing powers. Those decisions are matters for the UK Government and Parliament and are outside the scope of this consultation.

The consultation does not seek views on the Licensing Act 2003, the statutory licensing objectives or the national licensing framework, all of which remain unchanged. Instead, it focuses on how the proposed strategic

approach in London should operate within the existing legal framework, and how the draft London Strategic Licensing Policy and associated tools could be applied to deliver the best outcomes for London.

## **2.3 How the consultation will be used**

Responses to this consultation will be analysed and considered by the Mayor of London . The feedback received will be used to:

- Inform the draft London Strategic Licensing Policy
- Inform decisions about how the proposed strategic powers and tools that make up the Pilot may be applied
- Shape the approach to implementation, guidance, training and support for all those involved in the licensing system

Following the consultation, the London Strategic Licensing Policy will be finalised and published once the necessary legislation has been approved by Parliament and brought into force. Subject to this, the pilot is expected to begin in summer 2026.

A report summarising the consultation responses and setting out how they have been considered will be published. The findings will also inform the ongoing monitoring and evaluation of the pilot and, ultimately, help shape future decisions about licensing policy for London.

## **3. How licensing works in London today**

### **3.1 The Licensing Act 2003 and the licensing objectives**

Licensing in England and Wales is governed by the Licensing Act 2003. Under the Act, businesses that sell alcohol, provide regulated entertainment or supply late-night refreshment must be licensed by their local licensing authority.

All licensing decisions must promote the four statutory licensing objectives, which carry equal weight:

- the prevention of crime and disorder
- public safety
- the prevention of public nuisance
- the protection of children from harm

These objectives underpin all licensing policies and decisions and will remain unchanged as part of the London Strategic Licensing Pilot.

[National guidance issued by the Secretary of State](#) under section 182 of the Licensing Act 2003 provides advice to local licensing authorities.

### **3.2 The role of London licensing authorities**

In London, licensing is delivered by 35 licensing authorities: the 32 London boroughs, the City of London Corporation, the Sub-Treasurer of the Inner Temple and the Under-Treasurer of the Middle Temple. Each authority is responsible for:

- publishing their own Statement of Licensing Policy
- receiving and determining licence applications in its area
- attaching conditions to licences where necessary and proportionate
- considering and enforcing licensing requirements as Responsible Authority
- determining applications to review licences where appropriate.

Licensing authorities must make decisions in accordance with the Licensing Act 2003, the section 182 guidance and their own Statement of Licensing Policy. Decisions are made locally, taking account of the characteristics and needs of individual areas.

### **3.3 Statements of licensing policy**

Each licensing authority is required to publish a Statement of Licensing Policy at least every five years. These statements sets out how licensing authorities intend to exercise their licensing functions in their area and how they will promote the licensing objectives.

Statements of Licensing Policy typically include information on:

- local priorities and evidence
- the authority's general approach to decision-making, licence conditions and enforcement
- how cumulative impact is assessed and applied
- expectations around consultation, ongoing engagement and joint working, and the role of good practice and wider partnership measures alongside licensing

Licensing authorities must consult locally when preparing or revising their policy and must have regard to it when making licensing decisions.

### **3.4 How licensing decisions are currently made**

When an application for a premises licence or variation is submitted, it is shared with a number of statutory responsible authorities, such as the police and the environmental health and fire authorities, and is advertised so that other persons, including local residents and businesses, can make representations.

If no representations are received, the licence must be granted in line with the application and mandatory conditions. Where representations are made, the licensing authority will consider the evidence and, where necessary, hold a hearing before reaching a decision.

Licensing authorities must determine applications within statutory timeframes and explain how their decisions promote the licensing objectives. Rights of appeal exist for applicants and others in accordance with the Licensing Act 2003.

## 4. Why change is needed

London's hospitality, culture, events and nightlife are central to London's economy, identity and everyday life. They support jobs, attract visitors and investment and contribute to vibrant neighbourhoods across the capital.

Licensing plays a key role in regulating and supporting these activities. While the Licensing Act 2003 provides a strong national framework, evidence from across London suggests that the way licensing operates in practice can make it difficult to achieve consistent and effective outcomes across the city as a whole. For example, similar types of venues or events may be more likely to be granted or refused licences depending on where they are located, or may face different expectations around opening hours or the requirements they must meet to operate legally. This can affect the range of places to socialise, eat or attend cultural events in different parts of the city.

Opportunities for coordination, shared learning and consistent use of data across London are also limited.

These factors can make it harder to align licensing with important wider objectives such as economic growth, culture and regeneration. They can also create uncertainty for those operating across multiple licensing authorities and limit the ability to take a more strategic view of issues that extend beyond a single local area.

Licensing in London is delivered by 35 separate licensing authorities, each with its own Statement of Licensing Policy and local priorities. The London Strategic Licensing Pilot is intended to explore whether a more coordinated, city-wide approach could enhance the existing system by providing a strategic overview and a unified voice for London, and improving consistency of approach and strategic alignment, across the 33 local licensing policies and services run by Local Authorities across London, while retaining local decision making and safeguarding the licensing objectives.

### 4.1 Impacts on growth, culture and communities

A fragmented approach can create uncertainty and additional costs for businesses, with stakeholders reporting significantly differing requirements, timelines and outcomes for similar applications. In some cases, licensing has been perceived as reactive rather than strategic, focused on managing problems rather than shaping positive outcomes.

The Office for National Statistics reported that hospitality contributes around £17bn a year to London's economy and the creative industries contribute approximately £64bn (gross value added). Hospitality accounts for around 7% of jobs in London jobs, yet businesses operating across multiple boroughs have reported high costs, uncertainty and inconsistent outcomes arising from differing local policies and practices.

Evidence gathered through stakeholder engagement and analysis of licensing costs, processing times and the operation of night-time economies across London suggests that inconsistent approaches to licensing can discourage investment, limit opportunities for flexible opening hours, outdoor dining and events, and undermine efforts to revitalise town centres and mixed-use areas. This can reduce consumer choice and restrict the ability of places to respond to changing patterns of socialising, work and leisure.

At the same time, survey evidence from across London suggests growing demand for a wider range of night-time, cultural and food-led activity. The Mayor believes a more diverse, inclusive and flexible offer supports social connection, safety and wellbeing. Ensuring that licensing helps to deliver these outcomes, while

continuing to protect residents and promote the licensing objectives, remains a key challenge.

## **4.2 The case for a more coordinated approach**

A report from [Centre for Cities](#) (2025) showed that, compared to other major global cities, London is the only one where licensing is split between 35 licensing authorities. In cities like New York, Paris, Munich, Milan and Toronto, licensing decisions are decided at a mayoral level. The report noted that London has the earliest average closing hours (11pm), while Paris and New York allow licensable activities until 2am and 4am, respectively. Similar measures to London's Cumulative Impact Assessments are also rare among these major global cities, with licensing being more closely linked to zonal planning systems.

Experience from other global cities, including New York and New South Wales (Sydney), suggests that more coordinated, city-wide approaches to licensing and night time management can help support growth while managing risk and impact. Strategic oversight can support greater consistency, improve the use of evidence and data, and help align licensing with wider economic, cultural and social objectives.

The proposed London Strategic Licensing Pilot is intended to test whether introducing a strategic policy framework and targeted powers for the Mayor can support better outcomes for businesses, communities and licensing authorities, while maintaining the primacy of the Licensing Act 2003 and the four licensing objectives.

The development of the proposed Strategic Licensing Pilot has been informed by a range of evidence and engagement, including analysis by the Greater London Authority, licensing authority data, feedback from businesses and communities, evidence from the recently published London Nightlife Taskforce report, other evidence available on the London Datastore, and learning from previous initiatives in London and elsewhere.

## **5. Aims and intended outcomes of the pilot**

### **5.1 Aims of the London Strategic Licensing Pilot**

The London Strategic Licensing Pilot aims to explore how a strategic role of the Mayor of London could operate alongside the existing licensing system.

The aims of the pilot are to promote the licensing objectives by:

- Increasing economic growth in hospitality, culture, events and nightlife, while ensuring a safe and inclusive environment;
- Boosting London's reputation as a destination for tourism, business and investment;
- Improving the quality, transparency and use of data and information to inform decision-making and monitor the impact of licensing policies; and
- Delivering a pilot that can help inform national policy.

### **5.2 Intended outcomes**

The intended outcomes of the pilot are:

- An equitable, transparent, proportionate and evidence-led licensing system that promotes the licensing objectives and public safety, whilst supporting economic growth and reducing unnecessary cost and bureaucracy;
- Stronger partnerships between the Mayor, licensing authorities, businesses, responsible authorities and communities, enabling more consistent decisions and shared learning;
- Improved use of data and evidence to inform decisions, assess impact and share insights across London;
- A more vibrant and sustainable hospitality, nightlife, culture and events sector;
- Safer, more inclusive environments for Londoners and visitors, with a particular focus on women, girls and those who may need additional support;
- A strengthened global reputation for London as a leading destination for hospitality, nightlife, culture and events;
- Clear evidence and learning to inform national licensing reform.

Progress towards these outcomes will be monitored and evaluated throughout the pilot.

## **6. The Strategic Licensing Pilot**

### **6.1 Overview of the pilot**

The London Strategic Licensing Pilot is proposed to introduce a new strategic role for the Mayor of London within the existing licensing framework. It is being developed in partnership with the UK Government and is intended to test whether a more coordinated, London-wide approach to licensing can support better outcomes across the capital.

The pilot would operate within the Licensing Act 2003 and proposed amendments to it. It would not replace local licensing authorities, alter the statutory licensing objectives or remove local decision making. Licensing authorities would continue generally to determine licence applications in their areas and remain responsible for enforcement.

The pilot is expected to begin in summer 2026, subject to the necessary legislative provisions being in place.

### **6.2 What the pilot would introduce**

Under the pilot, a number of new strategic elements would be introduced to support a more coordinated approach to licensing across London, while working alongside the existing system.

These would include:

- a statutory London Strategic Licensing Policy, published by the Mayor, influencing how London licensing authorities carry out their licensing functions
- a statutory consultation role for the Mayor on all local Statements of Licensing Policy in London



- a broad Responsible Authority role for the Greater London Authority
- a discretionary call-in power for licensing decisions of strategic importance
- shared guidance, tools and training through a London Licensing Playbook
- improved London-wide licensing data, transparency and evidence use

These elements are intended to strengthen coordination, support early engagement and provide a clearer strategic framework, while retaining local discretion and case-by-case decision-making.

## 6.3 Scope of the pilot

Of the various activities which are required to be licensed, the Strategic Licensing Pilot is concerned only with the following licensable activities:

- on-premises sale of alcohol (where alcohol is consumed at the venue)
- late-night refreshment (the sale of hot food and non-alcoholic drinks to the public between 11pm and 5am)
- regulated entertainment, such as films, plays and dancing

The pilot does not apply to:

- Premises licences only authorising off-sales of alcohol (where alcohol is sold to be consumed away from the venue, such as at a supermarket or off-licence)
- Temporary Event Notices (short-term permissions for one-off or occasional events)
- Club Premises Certificates (which authorise the supply of alcohol only to club members and their guests, e.g., social, sporting or political clubs)
- Gambling authorisations
- Sex establishment licences.

The pilot does not change the national licensing guidance or licensing fees.

## 6.4 Strategic powers and tools

The Strategic Licensing Pilot would be supported by a set of strategic powers and tools, designed to operate within the existing amended legal framework and alongside local licensing functions.

The detailed procedure and practical approach to the exercise of these powers and tools are expected to be set out in secondary legislation by Government. Operational guidance for licensing authorities on how they are expected to engage with and implement this policy will be issued following the enactment of this secondary legislation.

### 6.4.1 London Strategic Licensing Policy

The London Strategic Licensing Policy would provide a statutory, London-wide framework to guide licensing practice during the pilot. It would set out shared principles and Mayoral priorities to support greater consistency across London, while allowing flexibility to reflect local circumstances.

The London Strategic Licensing Policy would operate in line with the amendments to the Licensing Act 2003, statutory guidance and local Statements of Licensing Policy. It would not replace local policies or remove local discretion. However, once the London Strategic Licensing Policy has been published licensing authorities must have regard to it when exercising their licensing functions. Existing principles will continue to apply and each case must be considered on its own merits with exceptions to the guidance or policies being allowed where they can be justified in a particular case.

The London Strategic Licensing Policy would also guide how the Mayor and the Greater London Authority use the proposed strategic powers during the pilot. The principles and Mayoral priorities that form the substance of the policy are set out in Section 6.

#### **6.4.2 Responsible Authority role**

Under the pilot, it is anticipated that the Greater London Authority will become a responsible authority. This would give the Greater London Authority a formal role and allow proportionate input into licensing applications and decisions before these are made, as well as appeals to the Magistrates' Court.

In exercise of its role as the responsible authority, the GLA would aim to support early engagement, encourage proportionate outcomes and strengthen partnership working, without compromising the licensing duties of London licensing authorities.

#### **6.4.3 The Mayor as a statutory consultee**

Under the pilot, it is proposed that London licensing authorities would be required to consult the Mayor when preparing or revising their own statement of licensing policy, ensuring greater consistency across London and the consideration of London-wide objectives, alongside local priorities, at the policy stage.

This is intended to support alignment between local policies and London-wide strategic priorities.

#### **6.4.4 Call-in power for decisions of strategic importance**

It is proposed that the pilot would include a discretionary power for the Mayor to call in, review and make an evidence-based decision on applications of strategic importance after a London licensing authority has made its decision.

This power is intended to ensure that licensing applications of strategic importance are evidence-based, proportionate and in line with London-wide priorities. Decisions would still need to promote the four objectives of the Licensing Act 2003. Routine decisions will remain with licensing authorities, and the Mayor's call in power is intended to be used sparingly.

Where a licensing decision has been called in, the application would be reviewed on behalf of the Mayor in line with the Licensing Act 2003. This would include consideration of the available evidence, the potential impacts on the licensing objectives and relevance to London-wide strategic aims.

Provisions in the English Devolution and Community Empowerment Bill are intended to provide the Secretary of State with the power to define in secondary legislation “applications of potential strategic importance”, which is a key aspect of the scope of the Mayor’s call-in power. The final criteria will be subject to further policy decisions and legislation from the Government, which will ultimately determine the types of application that the Mayor may choose to call in and issue a direction on. The GLA is seeking views on how these potential criteria (i.e., economic impact, location of strategic importance, and reputational importance), if provided for, could be applied in a London context, noting that they remain subject to change.

Read the [draft criteria of strategic importance](#).

#### **6.4.5 London Licensing Playbook and supporting tools**

The pilot would be supported by practical tools and guidance, including a London Licensing Playbook. This would bring together best practice, guidance and learning to support licensing authorities, responsible authorities and businesses.

The playbook is intended to support greater clarity, shared learning and good practice for those involved in licensing, while allowing flexibility to reflect local circumstances. By providing guidance and support, it aims to encourage high standards and more joined up approaches across London, while retaining flexibility for local decision making. Training would be provided to support the playbook.

### **6.5 Data, evidence and transparency**

Improved collection, sharing and use of licensing data would support the pilot. This may include better use of existing data sources and greater transparency around licensing activity and outcomes.

Strengthening the evidence base is intended to support more informed decision-making and effective monitoring and evaluation of the pilot.

### **6.6 Timescales and project life span**

The Greater London Authority intends to review the pilot after two years. During this period, the Greater London Authority will work with licensing authorities, responsible authorities, businesses and communities to implement the strategic approach.

Learnings from the pilot will be monitored and evaluated throughout its delivery. Findings will be shared with the UK Government and other relevant partners to inform decisions about the future of the Mayor’s strategic licensing role, as well as wider discussions on licensing policy and reform at a national level.

## **7. Principles and priorities for licensing in London**

The draft London Strategic Licensing Policy proposes a set of principles and Mayoral priorities intended to guide licensing practice across London to promote the licensing objectives. These are the core elements of the strategic approach and are central to what this consultation is seeking views on.

## **7.1 Principles of decision-making**

The proposed principles are intended to promote the licensing objectives and support consistent, proportionate and evidence-led licensing decisions, while recognising the role licensing plays in supporting economic activity, culture and community life across London.

The proposed principles include an expectation that licensing functions, when exercised to promote the licensing objectives, will:

- be evidence-led, proportionate and reasonable, avoiding unnecessary costs and burdens
- support economic growth, socialising and culture
- support a diverse and inclusive cultural, hospitality and night-time offer
- recognise and harness safety and health benefits of well-managed night-time activity
- ensure a transparent licensing process, supported by early engagement, proportionate enforcement and a graduated approach to resolving problems

These principles are intended to promote the statutory licensing objectives while at the same time providing a shared framework that supports consistency with appropriate flexibility to reflect local circumstances.

## **7.2 Mayoral priorities for licensing**

Alongside these principles, the draft London Strategic Licensing Policy sets out a number of Mayoral priorities to help guide how licensing can contribute to London-wide objectives and promote the licensing objectives.

The proposed priorities include:

- Promoting better alignment between the licensing and the planning regimes
- Ensuring a proportionate approach to the use of cumulative impact assessments
- Promoting major events, socialising, social cohesion and community life
- Contributing to revitalised high streets through meanwhile uses, pavement licensing and innovation for nightlife spaces
- Ensuring London remains a safe, welcoming and inclusive city.

The consultation invites views on whether these principles and priorities provide an appropriate strategic framework for licensing in London and whether anything should be added, refined or removed.

Read the [proposed London Strategic Licensing Policy](#) in full.

## **8. How a city-wide approach could benefit London**

## **8.1 Supporting safety and confidence across London**

A more coordinated, London-wide approach to licensing has the potential to support safer and better-managed environments for everyone who lives in, works in or visits London.

By encouraging clearer expectations, shared expectations and earlier engagement between licensing authorities, responsible authorities, operators and other partners, the proposed strategic approach could help improve venue management practices and support effective safeguarding. This has the potential to contribute to environments that not only are safer in practice, but also feel safer and more welcoming, particularly at night.

A shared strategic framework can also support a more joined-up approach to managing risks that extend beyond individual premises or licensing authority boundaries, while continuing to promote the four statutory licensing objectives and respect local decision making.

## **8.2 Benefits for Londoners and communities**

For Londoners, a more coordinated approach to licensing has the potential to support a wider range of well-managed cultural, hospitality and night-time spaces that reflect the city's diversity, creativity and global character. This includes benefits for Londoners, workers, visitors and those who rely on the night-time economy for employment, cultural expression and social connection.

The proposals aim to promote environments that are welcoming, inclusive and safe for everyone, including women and girls, LGBTQI+ people, disabled people and those who may need additional support when accessing the night-time economy. The strategic approach could help improve experiences across different parts of London and at different times of day and night by encouraging clearer expectations, earlier engagement and better coordination.

The draft London Strategic Licensing Policy and proposed pilot have been informed by an Equality Impact Assessment, which identifies opportunities to improve accessibility and inclusion, support culturally significant venues, protect night-time workers and promote fairer and more consistent outcomes for communities. A clearer strategic framework may also help support a greater diversity of venues and activities, including those that contribute to London's cultural identity and local character.

The strategic approach also recognises the concerns that some residents have about the impacts of late-night activity. The pilot aims to support better management practices, clearer communication and more coordinated responses when issues arise. This approach aims to help address issues such as noise, public nuisance and antisocial behaviour, supporting a more balanced relationship between night-time activity and residential amenity.

The pilot is intended to help Londoners experience the benefits of a vibrant, inclusive and well-managed night-time environment, contributing to community wellbeing, safety, access to culture and a city that works for people across the 24-hour cycle.

## **8.3 Benefits for businesses**

For businesses operating in London, a more coordinated approach to licensing could help reduce expense, uncertainty and support more predictable and transparent processes, particularly for those operating across multiple licensing authorities.

Earlier engagement, clearer guidance and shared best practice may help applicants navigate the licensing system more effectively and support innovation, greater confidence to invest and sustainable growth across the hospitality, culture, events and nightlife sectors.

Over time, this could contribute to job creation, resilience and a more diverse offer across London.

## **8.4 Benefits for licensing authorities and responsible authorities**

The proposed strategic approach is intended to support, not replace, the role of local licensing authorities and statutory responsible authorities such as the police and the environmental health and fire authority.

Shared guidance, improved access to data and opportunities for collaboration could help support more consistent, evidence-led decision-making and reduce demand on resources and duplication of effort. Earlier and more coordinated engagement may also support responsible authorities to focus resources more effectively and contribute to proportionate outcomes that promote the licensing objectives.

For boroughs, it should mean more investment potential and commercial attractiveness for regeneration and place-making. Greater alignment between licensing and wider policy areas, such as planning, transport, regeneration and public safety, could also support better outcomes at both local and London-wide levels.

## **8.5 Benefits for wider stakeholders and partners**

A city-wide strategic approach to licensing also has the potential to support stronger partnerships with a wider range of stakeholders, including community organisations, cultural bodies, business improvement districts, transport providers and public safety partners.

Clearer strategic priorities and shared expectations may help these partners engage more effectively in the licensing system, contribute local insight and support collaborative approaches to place making, culture, safety and the night-time economy.

# **9. Monitoring and evaluation**

Monitoring and evaluation will be an integral part of the Strategic Licensing Pilot.

The Greater London Authority will collect and analyse data throughout the pilot to assess how the strategic approach is operating in practice and whether it is contributing to the intended outcomes.

This may include quantitative data, qualitative feedback and case studies from licensing authorities, responsible authorities, businesses and communities.

Learning from the pilot will inform decisions about the future of the Mayor's strategic licensing role and wider licensing policy.

## **10. The consultation**

### **10.1 The consultation process**

This consultation seeks views on the proposed Strategic Licensing Pilot and the draft London Strategic Licensing Policy.

In particular, it invites feedback on:

- the proposed strategic approach to licensing in London
- the principles and Mayoral priorities set out in the draft policy
- how the proposed strategic powers and tools should operate in practice

Respondents are encouraged to answer the consultation questions openly and to provide additional comments where relevant.

The consultation responses will be analysed and used to inform the London Strategic Licensing Policy and inform the implementation of the pilot.

### **10.2 Consultation questions**

#### **Your role**

**To help us understand your interest in this consultation, please tell us if you are answering as:**

- A representative from a London borough
- A business/venue operator
- A Londoner/member of the public
- Industry/trade body representative or Business Improvement District
- Community group representative
- Campaign group
- A landowner / developer / investor
- A representative from the Police
- Other (please tell us)\_\_\_\_\_

**If you selected 'A Londoner/member of the public':**

We recommend that members of the public take part through our Talk London community platform, where questions and legal language have been simplified as much as possible. [This link will take you to the Talk London community.](#)

## Your organisation

Please tell us the name of your organisation or the organisation you are responding on behalf of:

## Your views on London's culture, entertainment and nightlife

First, we'd like to understand a little bit about your involvement in London's culture, entertainment and night-life.

In the following areas in London, do you think there is a wide range of things to do at night, after 11pm, or not? For example, places to eat, socialise, enjoy culture or attend events.

| Area                                      | Yes, definitely | Yes, to some extent | No, not really | No, not at all | Don't know | Not applicable |
|---|-----------------|---------------------|----------------|----------------|------------|----------------|
| In your local area (15-minutes from home) |                 |                     |                |                |            |                |
| In the wider city                         |                 |                     |                |                |            |                |

Assuming these were responsibly managed, to what extent, if at all, would you like to see a wider range of things to do in London at night after 11pm...?

| Area                                      | Yes, definitely | Yes, to some extent | No, not really | No, not at all | Don't know | Not applicable |
|---|-----------------|---------------------|----------------|----------------|------------|----------------|
| In your local area (15-minutes from home) |                 |                     |                |                |            |                |
| In the wider city                         |                 |                     |                |                |            |                |

## Your involvement in London's culture, entertainment and nightlife

How often, if at all, do you go outside of your home during the night-time (between 6pm and 6am) in London to do the following:

| Activity                                 | A few times a week | Once a week | Once a month | Less than monthly | Never | Don't know |
|--|--------------------|-------------|--------------|-------------------|-------|------------|
| Go to work                               |                    |             |              |                   |       |            |
| Socialise in a pub or bar                |                    |             |              |                   |       |            |
| Socialise elsewhere (café, public space) |                    |             |              |                   |       |            |



| Activity                                   | A few times a week | Once a week | Once a month | Less than monthly | Never | Don't know |
|--|--------------------|-------------|--------------|-------------------|-------|------------|
| Cultural activities (music, dancing, film) |                    |             |              |                   |       |            |

If you answered 'Less than once a month' or 'Never' for socialising or culture, is there a particular reason why?

## Work

Skip this question if your answer to 'Go to work' is 'Never' or 'Don't know'.

### Which of the following best describes your area of work?

- Restaurant, event catering or other food services
- Bars, or cafes (serving drinks)
- Hotel or accommodation
- Creative, arts and entertainment
- Private security activities
- Amusement and recreation activities
- Sports activities
- Other

## Intended outcomes

The intended outcomes of the London Strategic Licensing Pilot are referenced in [Appendix 2 of the draft policy](#).

### Which of the intended results of the London Strategic Licensing Pilot are most important to you? (Please select the three most important)

- Clearer and easier to understand licensing decisions
- More reasonable, proportionate licensing decisions
- Licensing decisions that keep people safe
- Licensing decisions that support local businesses
- Sharing of learning and good practice between stakeholders
- Better use of information and data to help make decisions
- Support for a lively, sustainable range of nightlife venues
- Fair and reasonable licensing costs for businesses
- Consistent and clear licensing costs for businesses
- Safer and more inclusive environments for everyone, especially women and girls
- London to be seen as a great city for culture and hospitality
- Future improvements to national licensing informed by the pilot

**(Optional) Are there any other intended outcomes that are important to you?**

## Strategic importance

As part of the proposed London Strategic Licensing Pilot, there would be a role (call-in power) for the Mayor to determine certain licensing applications that are considered to be strategically important for London as a whole. Please look at [Appendix 3 in the draft policy document](#) for the exact wording.

**Which of these types of applications do you believe should be considered strategically important? (Tick all that apply)**

- Large venues with a significant impact on London's economy or culture
- Venues that are culturally or historically important to local communities
- Major events or festivals that attract large numbers of visitors
- Venues in important night-time or cultural areas (e.g. major town centres)
- Applications in areas with Cumulative Impact Assessments
- Applications linked to major Mayoral development projects
- Venues or events in iconic locations shaping London's profile
- Events supported by UK Government or major national programmes
- Meanwhile use (bringing empty spaces into active use)
- Not sure
- Other (please tell us)\_\_\_\_\_

## 11. How to respond

The consultation is open for responses until Friday, 27 March.

Responses can be submitted online via the consultation website. Alternative formats will be made available on request to support accessibility.

A summary of consultation responses and the GLA's response will be published following the close of the consultation.

You can contact us by email at [strategiclicensingconsultation@london.gov.uk](mailto:strategiclicensingconsultation@london.gov.uk) during the consultation period. We will respond to your questions as soon as we can.

## 12. Other formats and languages

For a large print, Braille, disc, sign language video or audio-tape version of this document, please contact us at the address below:

**Public Liaison Unit**  
Greater London Authority  
City Hall  
Kamal Chunchie Way  
London E16 1ZE

**Telephone:** 020 7983 4100

**Website:** [www.london.gov.uk](http://www.london.gov.uk)

You will need to supply your name, your postal address and state the format and title of the publication you require.

If you would like a summary of this document in your language, please phone the number or contact us at the address above.

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