Experience Economy Call for Evidence – question preview

> ***PREVIEW ONLY. Please do not fill in this document.***
>
> *This is a read-only copy of the questions so you can see everything we ask and gather your evidence before you start.* ***All responses must be submitted through the online form: https://www.smartsurvey.co.uk/t/ONIPLC/****.*
>
> *The online form lets you save and come back later, move back to earlier answers, and upload files.*

Introduction

What we're asking, and why

London & Partners is building an evidence base for London's Experience Economy: the things residents and visitors love to do, from hospitality, culture, live events and immersive experiences to parks, high streets, markets and nightlife.

The evidence base will inform London-wide plans to grow the Experience Economy in a way that is resilient, inclusive and sustainable. To do that well, we need to know what has actually happened: what has driven growth, what has held it back, and which interventions have made a measurable difference, in London or elsewhere.

We are focused on gathering **evidence**. Each question asks you to point to something specific: a figure, a dataset, an evaluation, a case study or a documented example from your own work. There is a short space at the end for wider views.

What we mean by the Experience Economy

'Experiences' are the activities people choose to do in person, for enjoyment, outside their everyday routine. They can be paid or free, and are enjoyed by Londoners, by visitors from elsewhere in the UK and by international visitors, including business visitors.

The 'Experience Economy' is all the organisations and individuals who provide these experiences or support their provision.

If you think this misses something important, tell us in the final section.

The outcomes we want to evidence

Outcome	What it means	Example evidence
A - Growth	More visitors, spend, jobs or economic output, or a wider and better range of experiences.	Footfall or ticket sales over time; turnover; job numbers; openings and closures

Outcome	What it means	Example evidence
B - Where in London	Growth reaching particular boroughs, town centres and high streets, especially outside the centre.	Footfall or spend by location; vacancy rates; new venues in an area
C - Inclusivity	Growth that benefits Londoners who currently gain least, as workers or as audiences: for example the lowest paid, young people, disabled Londoners, ethnically minoritised Londoners and women.	Pay data; workforce profile; local recruitment; audience profile; take-up by target groups
D - Resilience	The ability to withstand shocks and stay successful over time, for example by being less seasonal or less reliant on one market.	Performance through a downturn or disruption; seasonal spread; survival rates
E - Sustainability	Lower environmental impact, and adaptation to extreme weather.	Energy, water and waste data; carbon figures; weather-related closures
F - Residents' experience	Londoners' satisfaction and how well effects on neighbours (noise, crowding, litter) are managed.	Resident surveys; complaints or licensing data; community feedback

How to respond

This call for evidence is likely to take at least 30 minutes, and may require some reflection and discussion before submission.

When you submit through the online form:

- Answer only where you have evidence (see the table below).
- You can upload files or paste links.
- You can move back to previous answers.
- You can save and continue later.
- You can print a copy of your final responses, after you have submitted.
- You can nominate a colleague to respond.

If you have any questions, email jewing@londonandpartners.com.

Closes: 5pm Friday 20 November 2026

What counts as evidence?

All of the following are welcome. They are listed roughly from strongest to weakest.

Evidence type	Example
Evaluation against a comparison	An evaluation comparing results with a similar place, group or period that did not receive the intervention
Data you collect	Footfall, sales, bookings, workforce, pay, energy use, complaints
Surveys	Customer, staff, audience or resident surveys
Published research or data	Reports, official statistics, academic studies (please give the reference)
Documented case study	A written account of a project with dates, places and results
Professional experience	Your own experience, if you give specific figures, dates and places

What happens next and your data

- Responses will be analysed alongside desk research by our independent evidence review partner, BOP Consulting. We expect the evidence base to be published by Spring 2027.
- We will not publish individual responses, or quote any example or figure, without your permission.
- London & Partners hosts this call for evidence and holds all personal data. You may respond without naming your organisation. Your answers are shared with BOP in anonymised form, grouped using the information you give in the 'About you' section.
- Contributing evidence does not mean any intervention will be adopted.

Section 1: About you

Tell us about your organisation and its role in London's Experience Economy.

Q1. Your organisation's name *Answer format: short text*

Q2. Your organisation's registered SIC code(s), if you know. This will help us build a more accurate picture of London's experience economy, and helps us categorise responses. *Answer format: short text*

Q3. Which best describes your organisation? *Answer format: choose one of*

- A business
- A charity, social enterprise or community organisation
- A public body, e.g. London borough, sub-regional partnership, non-departmental public body
- A representative body for a sector, trade or other membership
- An academic or research organisation
- A funder or investor
- A place-based organisation, e.g. Business Improvement District, landowner
- Other (please describe)

Q4. What is your organisation's main role in the Experience Economy? *Answer format: choose one of*

- Providing experiences (for example an attraction, venue, restaurant, event or festival)
- Supplying or supporting experience providers (for example production, ticketing, technology, staffing)
- Representing, coordinating or convening experience providers (for example a trade body, BID or business network)
- Representing visitors or residents
- Promoting London or promoting experiences
- Regulating, funding or setting policy
- Research or analysis
- Other (please describe)

Q5. Which parts of the Experience Economy does your organisation operate in? *Answer format: choose all that apply from*

- Museums, galleries and heritage
- Theatre, music and performing arts venues
- Visitor attractions
- Guided or self-guided tours
- Immersive experiences and competitive socialising
- Restaurants, cafés and food halls
- Pubs and bars
- Nightclubs and late-night venues
- Hotels and accommodation
- Festivals and live events
- Sport venues and spectator events
- Markets and high streets
- Parks, open spaces and outdoor activities
- Business events and conferences
- Wellness and leisure
- Other (please describe)

Q6. Which parts of London does your organisation operate in? *Answer format: choose all that apply.* Options are "Every borough and the City of London", or any of the 32 London boroughs and the City of London individually: Barking and Dagenham, Barnet, Bexley, Brent, Bromley, Camden, City of London, Croydon, Ealing, Enfield, Greenwich, Hackney, Hammersmith and Fulham, Haringey, Harrow, Havering, Hillingdon, Hounslow, Islington, Kensington and Chelsea, Kingston upon Thames, Lambeth, Lewisham, Merton, Newham, Redbridge, Richmond upon Thames, Southwark, Sutton, Tower Hamlets, Waltham Forest, Wandsworth, Westminster.

Q7. Which groups do you mainly serve? Can be indirect (e.g. you support a business which serves one or more of these audiences). *Answer format: choose all that apply from*

- International visitors to London
- UK visitors to London

- Londoners
- Businesses

Section 2: Evidence of what works

We want evidence on interventions (programmes, investments, policies or changes in practice) that have affected one or more of the outcomes A to F (defined in the introduction above). Interventions that did not work are just as useful to us as those that did.

Q8. Have you been involved in any of the following interventions to grow or improve the experience economy, in London or elsewhere? *Answer format: choose all that apply from*

- None of the below
- Campaign to attract overseas leisure visitors
- Campaign to encourage Londoners to explore and spend across the city
- Shared data and insight on visitors, footfall and spend
- Visitor basics: public toilets, water refill points, mobile connectivity
- Funding to win major events and business conventions
- Public realm, lighting and wayfinding
- Capital funding to repair cultural venues or create or protect affordable experience space
- Licensing reform or more consistent licensing
- Help with the planning system
- Skills, training and careers programmes
- Late-night or outer London transport
- Grants, loans or investment to develop, test or scale new experiences
- Tax reliefs or other financial incentives
- Support to cut energy, water and waste and adapt to extreme weather
- Business support for smaller operators, including technology adoption
- Another kind of intervention not listed here (you can describe it in a text box)

Please answer questions 9 to 15 with reference to ONE intervention, ideally the intervention you were most involved with, or have most evidence of its impact. If you don't have enough information for these questions, you can add a summary in Q18.

Q9. Please tell us what the intervention was, where and when this intervention took place and, if you know, how much it cost. *Answer format: four short text answers*

- What it was
- Where it ran (if London, list the boroughs)
- When it ran (dates, if known)
- Cost (if known)

Q10. Which outcomes (A to F) did the intervention aim to support? *Answer format: choose all that apply from*

- A - Growth (of a particular experience, range of experiences, or organisation)
- B - Where in London (growth in a particular part of London)

- C - Inclusivity (growth that benefits Londoners who currently gain least)
- D - Resilience (ability to withstand shock and stay successful over time)
- E - Sustainability (lower environmental impact)
- F - Residents' experience (Londoners' satisfaction with what the city offers)

Q11. What changed as a result of the intervention? For example: "Weekday footfall on the high street rose 12% in the year after the scheme." *Answer format: free text*

Q12. What is this change compared with? For example: before and after / a similar place or group that did not get the intervention / the wider London or UK trend / no comparison. *Answer format: free text*

Q13. How do you know this change was caused by the intervention? *Answer format: choose all that apply from*

- Evaluation against a comparison (e.g. an evaluation comparing results with a similar place, group or period that did not receive the intervention)
- Data you collect (e.g. footfall, sales, bookings, workforce, pay, energy use, complaints)
- Surveys (e.g. customer, staff, audience or resident surveys)
- Published research or data (e.g. reports, official statistics, academic studies)
- Documented case study (e.g. a written account of a project with dates, places and results)
- Professional experience (e.g. your own experience, if you give specific figures, dates and places)

Q14. Source: upload a file, paste a link, or name the dataset and who holds it. *Answer format: file upload or short text, plus a short description of any upload*

Q15. Lessons: what made the difference, and what would you do differently? *Answer format: free text*

The final questions in this section do not need to relate to the intervention you described above.

Q16. Is there an intervention in another UK or international city that London should learn from? *Answer format: Yes / No / Don't know*

Q17. If yes, tell us the city, what the intervention was, which outcome it changed and by how much, and a source or link. *Answer format: free text*

Q18. Additional space for comment or summary For example, if you want to tell us about another intervention you were involved with. *Answer format: free text*

Section 3: Evidence of challenges and opportunities

We are looking for documented effects, not general concerns. If you select a constraint, we will ask you for the figure or example that shows its effect on outcomes A to F (defined in the introduction above).

Q19. In recent times, have any of these constraints had a measurable effect on your organisation or area against any of outcomes A to F? *Answer format: choose all that apply from*

- None of these
- Operating costs (rent, rates, energy, staffing)
- Weak or squeezed consumer spending
- Too few visitors, or visitors at the wrong times of year

- Availability or cost of suitable space
- Condition of buildings and venues
- Licensing
- Planning
- Skills and recruitment
- Transport, including late-night and outer London
- Public realm, safety and visitor basics
- Extreme weather (heat, heavy rain, cold)
- Access to finance or investment
- Competition from other cities or other types of experience
- Other (please describe)

Please answer questions 20 to 23 with reference to ONE of the constraints identified in Q19, ideally the constraint you consider to have been most impactful on your organisation or part of the experience economy. You will first be asked to re-state the constraint (short text).

Q20. Which outcomes were affected? *Answer format: choose all that apply from outcomes A to F (as listed in Q10)*

Q21. What impact did you notice? *Answer format: choose all that apply from*

- Higher costs
- Lost income
- Reduced hours or programme
- Plans delayed
- Plans dropped
- Posts unfilled or jobs cut
- Site closed or relocated
- Other (please describe)

Q22. If you can, please share the evidence of this impact. For example: "Energy costs rose from £X to £Y a year between 2022 and 2024, and we stopped Sunday opening." *Answer format: free text*

Q23. Source: upload a file, paste a link, or tell us how you measured it. *Answer format: file upload or short text, plus a short description of any upload*

Q24. Do you have evidence of growing or unmet demand: a part of the Experience Economy, a place in London or an audience where there is room to grow? *Answer format: Yes / No*

Q25. If yes: what and where; the figure or trend that shows it, and the source. *Answer format: free text, plus an optional comment*

Q26. Do you have evidence of decline: a part of the Experience Economy, a place in London or an audience that is shrinking? *Answer format: Yes / No*

Q27. If yes: what and where; the figure or trend that shows it (e.g. closures, falling footfall or lost licences); and the source. *Answer format: free text*

Q28. Inclusivity. Do you have evidence on what affects who you can recruit and retain? *Answer format: Yes / No*

Q29. If yes: what is the issue, what is the figure that shows it, and what is the source of that figure? Issue examples: hard-to-fill roles, staff turnover, travel to work at night, or the results of a local hiring or training scheme. Figure examples: vacancy durations, turnover rates or how many local residents a scheme placed. *Answer format: free text*

Q30. Resilience. Do you have evidence for how your organisation or area performed through a recent shock? What helped it recover? For example Covid-19 restrictions, the 2022 to 2023 energy price rise, or the cost-of-living squeeze. *Answer format: Yes / No*

Q31. If yes: which shock; what happened to income, visitors or jobs, and how long recovery took; what helped or hindered recovery; and the source. *Answer format: free text*

Q32. How, if at all, is artificial intelligence changing, or likely to change, London's experience economy? And what would help London make the most of the opportunities and manage the risks? In your answer you may wish to consider: current use; jobs and skills; demand and visitor behaviour; barriers to adoption; risks and concerns; support needed. *Answer format: free text*

Q33. Additional space for comment or summary *Answer format: free text*

Section 4: Data you hold

Much of the most useful evidence sits in data that organisations collect for their own purposes. Even if you have not analysed it, please tell us what you hold, and which you're able to share.

Q34. Which of these do you hold, and could you share them? *Answer format: for each item, tick "We hold this" and/or "We could share it"*

- Footfall or visitor numbers
- Ticket sales, bookings or spend
- Where visitors come from (postcode or country)
- Workforce numbers
- Workforce pay
- Workforce profile (age, sex, ethnicity, disability, home borough)
- Audience or customer profile
- Energy, water or waste use
- Resident or community feedback, including complaints
- Impact evaluations

Q35. Upload files, or give a contact we can follow up with. *Answer format: file upload or short text, plus a short description of any upload*

Q36. How can we use what you share? *Answer format: choose one of*

- Already public
- Can be quoted with attribution
- Can be used anonymously only

- For the evidence review team's analysis only, not to be quoted
- Not applicable

Q37. Do you know of any evidence on how satisfied Londoners are with what the city offers for going out, culture and leisure? *Answer format: Yes / No*

Q38. If yes: please give the source or link. *Answer format: free text*

Q39. In addition to the specific datasets listed above, there may be cases where you hold more generic data which nonetheless has a bearing on how we understand, define and measure the Experience Economy. If you have any additional evidence you would like to share, please do so here. *Answer format: three short text answers*

- What is the evidence
- Why do you believe it is relevant
- Are you able to share it

Section 5: Anything else

Add anything important that has not been covered and indicate whether you would like to stay in touch.

Q40. Is there anything important that this call for evidence has not asked about, including our definition? If yes, tell us what your view is based on. *Answer format: free text*

Q41. Staying in touch *Answer format: choose one of*

- You can stay in touch with me about this work
- Please don't contact me about this work
- Other (please describe)

Q42. Email address *Only needed if you are happy for us to contact you. Answer format: short text*

> ***Reminder: this is a preview only.*** *Please submit your answers through the online form: https://www.smartsurvey.co.uk/t/ONIPLC/. Closes 5pm Friday 20 November 2026.*