



The night works better **united.**

The night-time economy is full of excellent organisations: the voices that campaign for it, the specialists who deliver in it, the standards that benchmark it and the causes that protect the people in it. Each is excellent at exactly one thing. UNight U.K. Ltd is the practice that joins them up, and brings the same craft to any organisation that needs rooms aligned.

CAPABILITY STATEMENT · 2026

WHAT WE DELIVER

One team, credible in every room

Public affairs and parliamentary engagement run across everything we do, representing sector interests with MPs, local authorities, regulators and policy makers.

unight insight · assessment, evidence and expert witness

Night-time economy assessments for venues, districts, Business Improvement Districts and councils. Evidence packs and expert evidence in support of licensing applications, hearings and appeals, grounded in the licensing objectives and the National Licensing Policy Framework. Where a matter needs solicitors and counsel, we work alongside them as the sector expert.

unight engage · public affairs, partnerships and engagement

Representing night-time economy interests with MPs, local authorities, regulators and policy makers, and building the partnerships and sponsorships that turn warm relationships into long-term, values-aligned commitments.

unight schools · night-time safety education

Awareness education that keeps young people safer at night: staying safe, recognising spiking and understanding the behaviours behind violence against women and girls. Delivered to sixth forms, colleges and universities, built with police and safeguarding input, and designed as a programme with follow-up rather than a one-off assembly.

unight on tour · tours and live events

Tour and event management, brand activation and multi-agency planning across festivals, venues and live environments, including the safety and welfare side that keeps a licence intact.

The late hours audit. For multi-site operators: map the estate against its licence position, rank sites by the revenue trapped behind an early close, screen for where a variation is realistic, then build the evidence case for the shortlist. Knowing which sites not to pursue is worth as much as knowing which to

HOW AN ENGAGEMENT RUNS

Practical and delivery focused

1. Scoping conversation. Thirty minutes, no charge. What are you trying to move, what is in the way, and is there something here worth doing. If you do not need us, we will say so.

2. Proposal. Fixed scope and fixed fee wherever the work allows it, so there is no meter running.

3. Delivery. Assessment, evidence, representation or programme delivery, with a named point of contact throughout.

4. Handover. Everything documented so it stands up to scrutiny later, including at a hearing you have not had yet.

WHO LEADS THE WORK

Matthew Jones-Roberts

Director of Public Affairs and Strategic Partnerships. Two decades bringing together organisations that do not naturally collaborate and aligning them around shared objectives, across youth work, elected office and senior partnership roles in hospitality, festivals, sport and events.

- Represented night-time economy interests with MPs, local authorities and policy makers, shaping policy at local and national level
- Provided expert evidence in support of licensing appeals and applications, drawing on deep knowledge of the licensing objectives and how venues and districts really operate
- Four years as an elected councillor at Canterbury City Council across housing, planning, licensing and community services
- Built multi-stakeholder safety and engagement models linking venues with universities, police teams and local authorities across a multi-venue hospitality portfolio
- Member of the Institute of Licensing
- Earlier career in youth work with Kent County Council and Medway Council

Range. The same conversation, carried credibly, from a young person at a youth club, through venue teams and door staff at two in the morning, through councils, BIDs, police teams and licensing committees, all the way to senior ministers and chief executives of multimillion pound companies. You cannot unite rooms you have stopped standing in.

WHO WE WORK WITH

Across the whole ecosystem

Hospitality operators, national brands and franchisees, Business Improvement Districts, local authorities, police forces, licensing solicitors, universities, schools and community organisations. Based in the South East and London, working across the UK and worldwide. Where another organisation is the right answer, we say so and make the introduction. Joining the sector up is the job.

Tell us what you are trying to move.

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Intro calls run on Thursdays between 10am and 2pm. Book at unightuk.co.uk.