

REPORT FOR DECISION

Agenda Item	
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DECISION OF:	CABINET
DATE:	19th DECEMBER 2012
SUBJECT:	CONSULTATION PROPOSAL - BURY TOWN CENTRE NIGHT TIME ECONOMY DOCUMENT
REPORT FROM:	CLLR G CAMPBELL - CABINET MEMBER FOR NEIGHBOURHOODS AND REGENERATION
CONTACT OFFICER:	ANDREW JOHNSON HEAD OF COMMERCIAL & LICENSING
TYPE OF DECISION:	Non-Key
FREEDOM OF INFORMATION/STATUS:	This paper is within the public domain
SUMMARY:	The report introduces a draft Night Time Economy document for Bury town centre. The proposal is that the draft document be subject to an informal 12 week stakeholder consultation with a view to a further report to Cabinet in April 2013
OPTIONS & RECOMMENDED OPTION	<p>Option 1 Cabinet agrees to undertake a 12 week informal consultation on the document as presented at Appendix 1</p> <p>This is the recommended option</p> <p>Option 2 Cabinet rejects the idea of the consultation</p>
IMPLICATIONS:	
Corporate Aims/Policy Framework:	Do the proposals accord with the Policy Framework? Yes
Statement by the S151 Officer: Financial Implications and Risk Considerations:	The proposed introduction of the document is intended to reduce the risks identified at Para 2.4 of the report.

1.0 BACKGROUND

- 1.1 The vision for the town centre is *The Night Time Economy in Bury Town Centre will be a stimulating destination providing a safe, secure environment with a vibrant choice and rich mix of entertainment and activity that will appeal to a range of age groups, including families, which will change seamlessly throughout the evening.*
- 1.2 The recently completed development schemes within Bury town centre have the potential to transform perceptions and the way in which buildings and the public realm are used. The attached document aims to provide a framework for all partners and licence holders to develop an approach to successfully managing the night time economy and maximise potential benefits.
- 1.3 As with many other similar towns, in the recent past, Bury has seen an increase in crime associated with alcohol and the late night economy. The relaxation of the licensing laws has not had the desired civilising influence on binge drinking and alcohol related crime and disorder. With growing crime statistics partner organisations are determined to reverse the trend by achieving the vision of a safe and secure environment that appeals to all sections of society.
- 1.4 The health risks associated with over indulgence in alcohol are now well understood and an environment that relies less on heavy alcohol consumption will have added health benefits for the whole community.

2.0 ISSUES

- 2.1 The summer of 2010 saw the completion of The Rock, which has transformed the retail and leisure facilities in the town by providing additional retail units including major national retailers, food and drink outlets, plus a 10 screen Vue cinema, AMF bowling, and over 400 residential units offering a 'city centre living' concept. As a result of these new town centre developments, Bury centre now boasts an exciting mix of retail, leisure, tourism, offices and residential property.
- 2.2 Introducing a significant new residential element into the town centre presents both a challenge and an opportunity. Over time the population will grow and town centre residents will have public service expectations which will bring new pressures on already stretched resources. The component frameworks contained in the draft policy will need to pay particular regard to residents' needs and expectations. Residents will also bring new economic opportunities, for example late night convenience stores and a different target clientele for restaurants, bars and leisure facilities. Of equal importance is the potential "civilising" influence of a resident population on the public realm. Streets that are busy with people who have a stake in the area going about their normal business are safer than thoroughfares that are deserted other than by those merely moving from one alcohol outlet to another. This factor is something that the policy needs to develop and encourage.
- 2.3 Whilst the physical expansion of Bury town centre presents considerable opportunities and challenges, of equal or greater significance is its development from what has been a predominately retail centre into one that has a mixed leisure and residential component. A past criticism of the town centre has been

that the night time economy consists of little more than outlets selling alcohol and fast food that compete in terms of price and length of opening hours. In this Bury has been unremarkable as these characteristics are shared with a number of other towns in the north of the Manchester conurbation and more widely in urban centres of a similar size across the country. Bury now has the opportunity to move forward with a much more varied entertainment offer.

2.4 There are reputational risks to public authorities and increased direct costs in servicing the new infrastructure, including A&E services, associated with poorly managed town centres. In the recent past, Bury has seen an increase in crime associated with alcohol and the late night economy. With growing crime statistics the Council and its partner organisations are determined to reverse the trend by achieving the vision of a safe and secure environment that appeals to all sections of society. Through considering the issues raised in the attached document we will seek to ensure those visiting Bury town centre enjoy a safe, healthy and risk free experience.

2.5 New legislation offers potential opportunities on which the Council would want to consult separately. The Police and Social Responsibility Act 2011 has made a number of amendments to the Licensing Act 2003, of most significance in relation to Bury town centre is the power for the Council to introduce Early Morning Alcohol Restriction Orders and/ or a Late Night Levy.

2.5.1 Early Morning Alcohol Restriction Orders are designed to address recurring problems with alcohol related crime and disorder in the whole or specific areas within the Borough by re-introducing fixed closing times at any time between midnight and 6.00 AM. Crime statistics show peak levels are in the early hours of the morning, particularly around the weekend. Depending upon the outcome of this informal consultation the Council may look to formally consult on the introduction of a fixed closing time and in doing so is aware that there are requirements to consult, advertise any proposal and demonstrate that there is evidence to justify making an Order, as well as giving full consideration to any representations received.

2.5.2 As an alternative the Council may look to consult on the introduction of a late night levy. Revenues raised through a levy will support the policing of the late night economy in the widest sense and could be used to support taxi marshals and street pastors in addition to Police Officers.

3.0 CONCLUSION

3.1 The continued development of Bury town centre provides opportunities to realise the vision for the town centre *"The Night Time Economy in Bury Town Centre will be a stimulating destination providing a safe, secure environment with a vibrant choice and rich mix of entertainment and activity that will appeal to a range of age groups, including families, which will change seamlessly throughout the evening"*.

3.2 The new legislative changes mentioned above are potential tools to help redesign the use of the night time economy

3.3 An informal consultation on the document will enable the views of all stakeholders to be gathered and considered to inform the direction of any further action .

List of Background Papers:-

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Appendix 1



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