

# REPORT FOR DECISION



<b>MEETING:</b>	<b>CABINET</b>
<b>DATE:</b>	<b>13 APRIL 2016</b>
<b>SUBJECT:</b>	<b>Bury Evening and Night Time Economy Strategy</b>
<b>REPORT FROM:</b>	<b>Councillor Walmsley (Cabinet Member for Resource and Regulation)</b>
<b>CONTACT OFFICERS:</b>	<b>Liz Gillan (Unit Manager Town Centres and Strategic Sites)/Angela Lomax (Head of Trading Standards and Licensing)</b>
<b>TYPE OF DECISION:</b>	<b>KEY DECISION</b>
<b>FREEDOM OF INFORMATION/STATUS:</b>	The paper is within the public domain.
<b>SUMMARY:</b>	<p>This report seeks approval of the draft Bury Town Centre Evening and Night Time Economy Strategy.</p> <p>The strategy will help to build upon the significant work undertaken to achieve Purple Flag accreditation. Work will focus upon raising the profile of the whole Town Centre offer, improving perceptions and continuing to increase the diversity of offer whilst maintaining and improving standards.</p> <p>The Strategy and Action Plan seeks to strengthen existing partnership working amongst all those involved including key agencies and businesses to maximise the benefits.</p>
<b>OPTIONS &amp; RECOMMENDED OPTION</b>	<p><b>Option 1</b></p> <p>Members are recommended to approve the Evening and Night Time Economy Strategy and associated Action Plan. This is the recommended option as the Strategy seeks to contribute towards the priority of maintaining a strong local economy (day and night time) and contribute towards maintaining Bury's position as a premier destination for retail, leisure, tourism and culture in line with the Council's wider Vision, Purpose and Values.</p>

	<p><b>Option 2</b></p> <p>Do not approve the Strategy and Action plan. This would leave the Council without a Strategy which can assist in achieving a strong and diverse night time economy through partnership working and increase the risk of not maintaining continued Purple Flag accreditation.</p> <p><b>Cabinet is recommended to approve Option 1.</b></p>
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<b>IMPLICATIONS:</b>	
<b>Corporate Aims/Policy Framework:</b>	Do the proposals accord with Policy Framework? Yes.
<b>Statement by s151 Officer:</b>	<p>The absence of a strategy does carry some reputational risk in that it could detract from the Council's ongoing Purple Flag accreditation as the Purple Flag assessors have suggested that the draft strategy be finalised.</p> <p>The strategy will be implemented within existing Purple Flag funding.</p>
<b>Statement by Executive Director of Resources:</b>	A robust ENTE Strategy seeks to draw together support for our evening and night time economy. The Strategy builds upon the success of Bury's day time economy aiming to achieve a safe, secure, healthy and risk free environment for all town centre users through partnership working.
<b>Equality/Diversity implications:</b>	The strategy provides a framework for ongoing and future activity and does not directly impact upon any specific group. The implications for people with protected characteristics will be assessed when detailed proposals are brought forward as part of the action plan delivery process.
<b>Considered by Monitoring Officer:</b>	Yes
<b>Are there any legal implications?</b>	Although not a statutory or regulatory requirement, this policy supports the other policies referred you, certain of which are a statutory requirement, as well as the Council's current Purple Flag status. There are no other legal implications.
<b>Wards Affected:</b>	All
<b>Scrutiny Interest:</b>	This Strategy has not been to scrutiny.

Chief Executive/ Strategic Leadership Team	Cabinet Member/Chair	Ward Members	Partners
March 2016			
Scrutiny Committee	Cabinet	Committee	Council
	13 April 2016		

## 1.0 INTRODUCTION

- 1.1 In many areas concerns around alcohol related disorder have a negative impact on the evening and night time economy contributing to a lack of footfall in Town Centres, and an absence of family focused early evening economy and activity.
- 1.2 In Bury, the completion of the Rock development transformed the town centre retail, leisure, and residential offer. This combined with the partnership work to secure Purple Flag accreditation in February 2015 has sought to transform perceptions of the town centre working to maintain and improve standards.
- 1.3 Bury boasts a thriving retail centre and reputation as a popular visitor location with a wide range of visitor attractions. Our aim as set out in the strategy vision statement is to build on this strength, supporting the ongoing development of an evening and night time economy which provides a safe, secure environment, with a diverse offer catering for all age groups including families. This strategy will help to support continued partnership working and activity to achieve this.
- 1.4 The Strategy has been developed in consultation with the Purple Flag Board, Council officers and a range of key Town Centre stakeholders, businesses and groups (set out at 4.1 below).

## 2.0 BURY TOWN CENTRE EVENING AND NIGHT TIME ECONOMY STRATEGY OBJECTIVES

- 2.1 The strategy supports Bury Council's vision, purpose and values to *lead shape and maintain a prosperous, sustainable Bury that is fit for the future*. The Strategy aims to build on the success of our daytime economy and further develop the early evening and night time economy between the hours of 5pm onwards.
- 2.2 The Strategy is based around the following strategic objectives which also reflect the Purple Flag accreditation programme.

### **Objective 1 - Wellbeing - A welcoming, clean and safe town centre**

- **Safety.** Visible, effective policing and active surveillance

- **Care.** Responsible guardianship, customer care and concern for community health
- **Regulation.** Positive and proactive licensing and enforcement
- **Services.** Appropriate levels of public utilities
- **Partnership** Active involvement of businesses in driving standards
- **Perceptions.** A valid and positive presentation of the area to customers and investors

***Objective 2 - Movement - A secure pattern of arrival, circulation and departure***

- **Public Transport -** Safe, affordable, well managed late night public transport
- **Car Parking.** An appropriate provision of late night car parking
- **Pedestrian Routes.** Clear, safe and convenient links within the centre and homewards
- **Crowd Management.** Policies to deal with overcrowding, congestion and conflict between moving vehicles and pedestrians
- **Information.** Provision of practical information and guidance to town centre users at night
- **Partnership.** Business and operator commitment and participation

***Objective 3 - Appeal - A vibrant choice and rich mix on entertainment and activity***

- **Food & Dining.** A choice of eating venues and a commitment to good food
- **Pubs and bars.** Well managed venues, to meet varied tastes, and offering more than just alcoholic beverages
- **Late Night Venues.** A late night offer that complements the diverse appeal of the centre as a whole
- **Early Evening Activity.** An active early evening period, including late-opening shops
- **Public Buildings.** Creative and imaginative use of public/ civic buildings in the evening and at night
- **Arts & Culture.** A vibrant, inclusive arts and cultural scene

***Objective 4 – Place - A stimulating destination and a vital place***

- **Location.** Appropriate location, clustering and capacity of venue types
- **Diversity.** A successful balance of uses and brands
- **Clarity.** Well designed links and visible signs
- **Animation.** Attractive, well used public places, active streets and building frontages
- **Design.** Thoughtful and imaginative design for the night
- **Identity.** The appropriate use of natural and built features to reinforce appeal

2.3 The Strategy should be considered in conjunction with the Council’s licensing policy and objectives which aim to strike a balance around safety, amenity, and public nuisance between those engaged in the evening and night time economy, other businesses and residents.

2.4 An Action Plan has been developed setting out specific activities against each objective. The Action Plan is intended to be a live document to progress key priorities with review and governance through the Purple Flag Board. The actions are also linked to the Purple Flag assessment process reflecting a continued intention to retain Purple Flag accreditation.

2.5 Continued partnership working with all agencies and the business community will be key to achieving the strategy objectives and actions in successfully managing the evening and night time economy whilst maximising potential benefits for all.

### **3.0 FINANCIAL IMPLICATIONS**

3.1 Research in 2015 revealed that:

- Across the Borough the E&NTE is worth around £100m of which Bury town centre's core E&NTE contributes around £40m to Bury
- 30-40% of Bury's E&NTE is within Bury Town Centre
- The E&NTE across the Borough employs around 3500 of which around 1200 are in the town centre.

3.3 It is clear that Bury's E&NTE is an important part of the Boroughs economy and this Strategy will help to support and direct partnership efforts to secure a healthy and vibrant future.

### **4.0 CONSULTATION PROCESS**

4.1 The consultation was promoted via the press, on social media, and through a series of meetings with partners and key stakeholders.

The consultation process gave people the opportunity to view the Strategy and Action Plan on line [www.bury.gov.uk/ente](http://www.bury.gov.uk/ente) or in person at the Council offices at 3Knowsley Place, Bury.

The consultation ran from 23<sup>rd</sup> February until Friday 18<sup>th</sup> March.

The strategy was circulated to and/or discussed at a number of meetings with key partners and stakeholders including:

- Bury Cultural Economy Group
- Bury Town Centre Management Board
- The Rock residents
- Bury Pub Watch group
- Purple Flag Board
- Hackney Carriage/Private Hire Operators
- Greater Manchester Police

4.2 Bury town centre businesses were emailed via Bury Council's business database and some 50 letters were delivered to those businesses not on e mail in the town centre.

### **5.0 EQUALITY AND DIVERSITY ISSUES**

5.1 Whilst there are no direct equality issues arising from this report the Strategy objectives should have a positive impact for female town centre users and aims to create a centre with wide appeal for all age groups. Any further issues will be identified and assessed as and when detailed proposals are brought forward as part of the action plan delivery process.

### **6.0 RISKS**

6.1 There is no identified risk in introducing a strategy subject to continued support to the priorities from the Council and our key partners.

- 6.2 The absence of a strategy does carry some reputational risk in that it could detract from the Council's ongoing Purple Flag accreditation as the Purple Flag assessors have suggested that the draft strategy be finalised.
- 6.3 Bury Town centre has developed a strong offer enhanced by partnership working. The absence of a strategy could lead to a reduced focus and activity from partners and potentially a lack of partner involvement. This could in turn impact upon the Councils Corporate Vision which seeks to achieve a stronger economy, stronger, safer community plus health and wellbeing.

## **7.0 CONCLUSIONS AND RECOMMENDATIONS**

- 7.1 Bury already boasts an established reputation as a visitor destination with a thriving daytime economy and a developing Evening and Night Time Economy, supported by strong partnership working.
- 7.2 This strategy directly supports the Team Bury Corporate Vision Purpose and Values approach, reinforcing the priorities of achieving a stronger economy, stronger, safer community plus health and wellbeing. The strategy sets out a pathway to contribute towards maintaining Bury's position as a premier destination for retail, leisure Tourism and Culture.
- 7.3 It is recommended that Cabinet approves the Bury Town Centre Evening and Night Time Economy Strategy and associated Action Plan.

### **COUNCILLOR SANDRA WALMSLEY CABINET MEMBER FOR RESOURCE AND REGULATION**

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#### **Background documents:**

Consultation documentation can be viewed by going to [www.bury.gov.uk/ente](http://www.bury.gov.uk/ente)

#### **For further information on the details of this report, please contact:**

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Appendix 1 Bury Town Centre Evening and Night Time Economy Strategy and Action Plan

Appendix 2 Summary of Consultation responses

## Appendix 2 – Summary of Consultation Responses

### 1. Consultation Response

1.1 In addition to the partner and stakeholder consultation there were three additional responses received.

- Really pleased to see Bury continue to improve on it's night time entertainment. I personally would like to see a little more diversity on offer in the way of alternatives to pubs/bars if you want to meet with friends (tea rooms/coffee shops open later perhaps?). Also I live quite near bury centre and would be happy to walk to and from however I find the bottom end of Walmersley road - my route - is not very pleasant at night. Perhaps some thought into making the outskirts of the town centre safer and more welcoming?
- Bury Town Centre needs some better quality, large restaurants offering good early evening food in easily accessible places. The Clarence has 'raised-the-bar' but try to attract some leading national franchises, 'All-Bar-One'; 'Prezzo' etc to raise the standard and variety on offer. Also, bringing in late night convenience supermarkets to attract returning commuters and town centre residents alike would help raise the footfall in the town during the so called 'dead time'. Better restaurants would encourage shoppers to maybe stay in town for a meal before heading home. The areas leading to the town for those wanting to walk in or return home can be dirty and litter strewn eg. Castlecroft Rd area. This puts people off. Finally, another modern hotel in town would help attract leisure and business clients alike. Bury can do better and needs to build on the success and hard work to date. Hope these comments are helpful.
- I think the strategy is very good and welcome the focus on making the ENTE a safe and vibrant experience for all. There is an emphasis on meeting the needs of families during the evening and adult time later on. In light of our ageing population, I think further consideration could also be given to the offer for the older population who are likely to want to enjoy an earlier rather than later evening out and not necessarily alongside young families. I also think there is scope to explore a wider offer for physical activity in town centres in the evening that is not just gym/leisure centre based e.g. walking and cycle rides in and around the town centre or which start and finish in the town centre with option for socialising afterwards.

1.2 The points raised via the consultation process will be considered and fed into the Purple Flag action plan where feasible.