

BURY TOWN CENTRE

EVENING & NIGHT TIME ECONOMY
STRATEGY AND ACTION PLAN



Bury Town Centre
For a Better Night Out

Foreword

Bury Town Centre – For a great night out !

Bury isn't just a night time experience with an established nightlife, we also have great shopping, food and entertainment. Whether it's bringing the family to enjoy leisure activities, or meeting friends to dine and watch a live performance at the Met you'll find it all and more.

Our town centre vision is important as it threads together a number of policies and strategies looking at the way Bury Town Centre works and is regarded by the public.

The Strategy directly supports The Team Bury Corporate Vision Purpose and Values approach. This sets down clear priorities of achieving a stronger economy, stronger, safer community plus health and well being. The ENTE Strategy reinforces these priorities and sets out a pathway to contribute towards the priority of maintaining Bury's position as a premier destination for retail, leisure Tourism and Culture.

Bury boasts a thriving day time economy with the town centre having been ranked as the third best retail destination in Greater Manchester – sitting below only Manchester city centre and the Trafford Centre (Source Javelin Group, retail consultants 2014/15). Bury was also runner up in the prestigious national Great Town Award for 2015.

Being proud of this, our strategy and action plan aims to build on this success and further develop the early evening and night time economy from 5pm onwards.

Working with our partners we want to ensure those visiting Bury town centre enjoy a safe, secure, healthy and risk free environment that can appeal to visitors of all ages. We aim to do this by looking to develop an approach to successfully managing the night time economy and maximise potential benefits.

In February 2015 Bury became the first town centre within Greater Manchester to achieve the nationally recognised Purple Flag accreditation. This status was further enhanced with the renewal being awarded in January 2016. Our intention is to learn from this process and seek to cascade best practice for Town Centres across the Borough for the wider benefit of all.



Rev John Findon - Chair Purple Flag Partnership Group

Mike Connolly - Leader Bury Council

Cllr David Jones – Chair Licensing and Safety Panel

GMP Bury Town Centre Inspector

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Bury Council's statement of licensing policy as required by the Licensing Act 2003 is available via the Council's web site at <http://www.bury.gov.uk/CHttpHandler.ashx?id=6612&p=0>

Details of individual premises licences are available via the Council web site at <https://licensing.bury.gov.uk/PAforLalpacLIVE/1/WcaHome>

Details of Bury's wider entertainment offer can be found at www.visitbury.com

GLOSSARY

AGMA – Association of Greater Manchester Authorities – Partnership of the 10 local authorities of Greater Manchester.

E&NTE – Evening & Night Time Economy

Purple Flag - is an external accreditation designed to provide recognition that a town or city centre is managing its evening & night time experience and thus helping overcome any negative public perceptions that may exist. It provides the opportunity for the town centre to present itself in a positive light to all users, including operators, residents, tourists and visitors.

The accrediting body is the Association of Town Centre Management (ATCM)

Town Centre - Designated geographical area for Purple Flag accreditation detailed in Appendix A

THE VISION

The Evening and Night Time Economy will enhance Bury Town Centre, helping to create a stimulating destination providing a safe, secure environment ,with a vibrant choice and rich mix of entertainment and activity. The offer will change seamlessly throughout the evening, appealing to a range of age groups, including families, and will be accessible to all, whilst protecting the quality of life for residents and the interests of other businesses.

Early Evening from 6pm to 11pm – Our vision is to promote family friendly leisure and entertainment activities supported by easily accessible venues catering for a diverse range of users.

Night Time from 11pm to 2pm and beyond – Our vision is to promote a more adult friendly range of entertainment activities and in so doing help create a safer environment for visitors and a reduced need for public service resources covering the early morning period.

Introduction

In many parts of the country, 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 a family focused early-evening economy. The north-west's Big Drink Debate survey revealed that nearly half of respondents said they avoid their local town and city centres at night because of drunken behaviour.

To address those concerns in Bury significant work has been undertaken by the Council and partners to attain Purple Flag status for the town centre. Our Purple Flag was attained in February 2015; with Bury becoming the first Town Centre in Greater Manchester to gain accreditation. Our work is focused upon raising the profile of the town centre offer as a whole to transform perceptions of the town centre and develop the way in which buildings and the public realm are used. Increasing the diversity of offer and maintaining and improving standards.

Centres that are more successful in developing and exploiting the evening and night time economy in economic and social terms display a much richer mix of attractions catering for clientele which would change seamlessly over the period between the end of the traditional working day and the late evening/early hours. Bury boasts a thriving day time economy with the town centre having been ranked as the third best retail destination in Greater Manchester – sitting below only Manchester city centre and the Trafford Centre (Source Javelin Group, retail consultants 2014/15). Bury was also runner up in the prestigious national Great Town Award for 2015. Of particular significance in this are quality restaurants, a vibrant arts and cultural scene, and family friendly facilities. We will encourage a move to facilities that appeal to many different groups particularly families. This is an ambitious project, as few places outside major city centres are able to avoid a “dead period” in the early evening. However, over recent years the town centre in itself has become the destination with

annual day/early evening events such as Glaston-BURY, Light Night and Bury Bandemonium. The increasing provision of hotel accommodation supports the theme of Destination Bury.

Through the strategy we want to support the development an E&NTE economy that has as wide an offer as possible and is not simply limited to pubs, clubs and bars. The diversity of the licensed offer within the town centre E&NTE is included within Appendix C.

In March 2015 the Council commissioned research into Bury's evening and night time economy, which revealed:-

- 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

It is clear that Bury's E&NTE is an important part of the Borough's economy and there is a need for a strategy to help support and direct partnership efforts to secure a healthy and vibrant future. Unfortunately, the E&NTE can also draw in issues that detract from its popular acceptance and wider use by a full range of users. An over dependency on alcohol can result in anti social behaviour and disorder deterring participation from the wider population.

The aspirations of this strategy can be considered in conjunction with the Council's Licensing Policy as required by the Licensing Act 2003. The aim of that policy being to strike a balance around safety, amenity and potential nuisance between those engaged in the evening and night time economy, other businesses and residents whilst encouraging a sustainable and vibrant entertainment and cultural industry. The policy sets out a general approach to the making of licensing decisions that are compatible with the Act and associated guidance. In the context of the defined licensing objectives, which are:-

- Prevention of crime and disorder
- Public safety
- Prevention of nuisance and
- Protection of children from harm

For the strategy and Purple Flag we have defined the town centre as the area shown on the map at Appendix A. It covers all the late night town centre bars with the main retail areas, town centre restaurants, cinema & bowling complex, the East Lancashire Railway - ELR, the Met theatres, museums, art gallery, library and other leisure offers as well as the Metrolink and bus stations. The premises breakdown given at Appendix C illustrates the diversity of offer within the town centre, with only 21 being traditional licensed bars and clubs.

We aim to provide a strategy for all partners, including businesses, licence holders, public services and residents, to consider and look to develop as an approach to successfully managing the evening and night time economy thus maximising the potential benefits for all.

Finally, the framework proposed in this document should form part of a cohesive approach to promoting the responsible use of alcohol and consequently minimising the effect on crime and the associated impact on the police, health and other public

authorities. Work is currently under way within AGMA to deliver the objectives of the Greater Manchester wide alcohol strategy 2014-17. This is progressing through a comprehensive implementation plan with activity linked to three focus areas: Devolution opportunities, Industry Engagement and implementation plan and major projects. Progress is monitored through the Greater Manchester Police and Crime Steering Group comprising lead Councillors and Officers.

The ENTE Strategy directly supports The Team Bury Corporate Vision Purpose and Values approach. This sets down clear priorities of achieving a stronger economy, stronger, safer community, plus health and well being. The ENTE Strategy reinforces the Team Bury priorities setting out a pathway to contribute towards maintaining Bury's position as a premier destination for retail, leisure tourism and culture, whilst contributing towards one of the strategic outcomes of making Bury a better place to live.

Locally the Bury Drug & Alcohol strategy for 2015 - 2018 was approved in September 2015. Key partners and stakeholders have been involved in the development of the strategy and action plan to ensure that these are aligned with other strategies, both locally and also Greater Manchester level where appropriate. For example, there are actions that will support the safe and responsible use of alcohol as well as tackling irresponsible, aggressive promotion and marketing that encourages excessive drinking.

Through this strategy we will seek to ensure those visiting Bury town centre enjoy a safe, healthy and risk free experience.

The Changing face of Bury Town Centre

2010 saw the completion of, The Rock development, this transformed the retail and leisure facilities in the town and brought in over 400 residential units offering a 'city centre living' concept.

Introducing a significant new residential element into the town centre presents both a challenge and an opportunity. As the population grows residents will have 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 future policy needs to develop and encourage.

The growing residential population and new office developments in the town centre have the potential to increase the number of new shoppers and leisure consumers. In addition continued expansion of the leisure and tourism market boosted through ongoing investment in the wider visitor offer and tourist attractions provides further scope to increase the full town centre offer both day and night time, thereby maximising economic benefit.

Strategic Objectives

In order to achieve the vision a number of defined objectives have been identified, they align to the Purple Flag scheme.

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

Action Plan - Appendix D

The action plan at Appendix D has been developed to build on the above strategic objectives and is designed to be a living document with review and governance through the Purple Flag Board. The actions are directly linked to the Purple Flag internal and external assessments with a continued intention to retain Purple Flag accreditation.

Linkages

The considerations and issues raised in this Bury town centre strategy demonstrate clear linkages to, and support for:

Bury But Better 2009 (Town Centre Vision and Development Strategy)

In particular the following Vision Themes:

- Making the most of Bury's heritage
- Managing of the quality of the town centre
- Broadening the role of the centre

Bury Sustainable Community Strategy 2008 – 2018

In particular the following ambitions:

- The place to live in Greater Manchester
- An area where people feel safe and secure
- A popular visitor destination
- The premier retail town in the north of Greater Manchester
- Quality jobs for Bury people
- A place where each township thrives
- An area with first class services

Bury Economic Strategy 2009 – 2018

In particular the following strategic objectives:

- Promoting new business formation, survival and growth
- Strengthening Bury's cultural and tourism offer
- Attracting and retaining talent
- Optimising the economic potential of Bury's town centres and key employment sites

Bury Health and Wellbeing Strategy

In particular

- Priority 2 Living Well
- Priority 3 Living well with a long term condition or as a carer
- Priority 5 healthy places

Community Safety Partnership Plan 2014 – 2017

In particular

- helping to protect local communities from crime and help people feel safe

Cultural Economy Strategy 2015-2018

The Cultural Economy Strategy was approved in October 2015.

A key theme within the Strategy is to extend the cultural offer to support a diverse evening and night time economy

In particular building the cultural economy

- bringing employment
- increased visitor numbers
- increased non-alcohol related visitor attractions

Greater Manchester Town Centres Policy Position Statement (December 2009 Drivers Jonas)

Bury Town Centre identified as an existing "Conurbation Accelerator", suggested targeted intervention of support for key retail/leisure core function.

Purple Flag

Associated research showed that:

- More people would use centres at night if they were safer, more accessible and offered more choice
- A good mix of clientele can lessen intimidation and improve perceptions
- A wider range of attractions and consumers leads to longer term economic viability

Performance Management

It is vital that we are able to measure the success (or otherwise) of any future Bury Evening & Night Time Economy Strategy. Indicators from the purple flag scheme have been chosen to provide a performance management framework measureable on an annual basis across a broad range of issues.

See Appendix B

Appendix A Bury Town Centre - June 2015

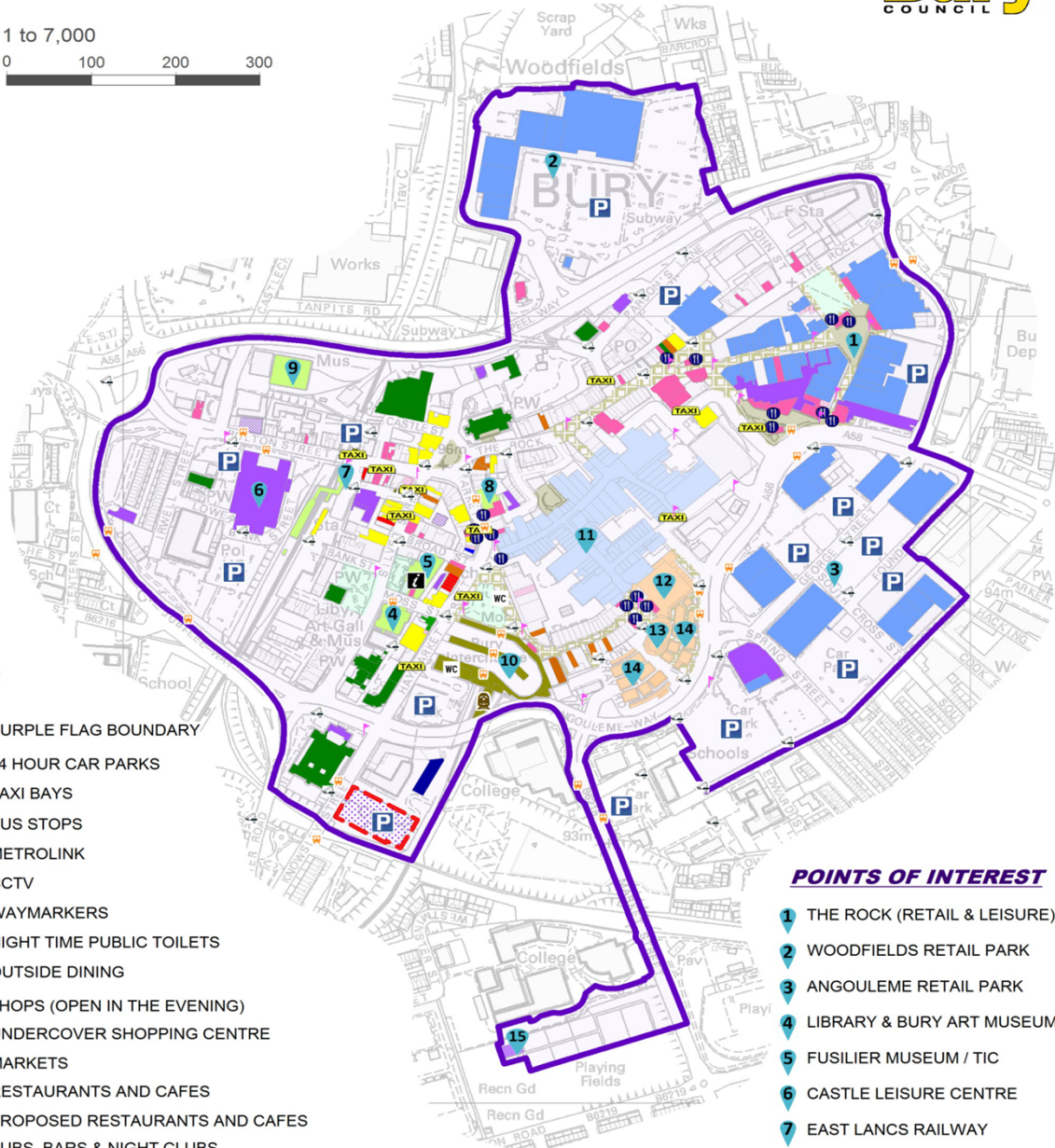
Bury Town Centre: Proposed Purple Flag Accreditation



Scale: 1 to 7,000
0 100 200 300
meters

KEY

- PURPLE FLAG BOUNDARY
- 24 HOUR CAR PARKS
- TAXI BAYS
- BUS STOPS
- METROLINK
- CCTV
- WAYMARKERS
- NIGHT TIME PUBLIC TOILETS
- OUTSIDE DINING
- SHOPS (OPEN IN THE EVENING)
- UNDERCOVER SHOPPING CENTRE
- MARKETS
- RESTAURANTS AND CAFES
- PROPOSED RESTAURANTS AND CAFES
- PUBS, BARS & NIGHT CLUBS
- HOT FOOD TAKEAWAYS
- COMMERCIAL LEISURE
- PROPOSED COMMERCIAL LEISURE
- BETTING SHOPS / AMUSEMENTS
- HOTELS
- TRANSPORT
- PEDESTRIANISED AREAS
- PUBLIC REALM / OPEN SPACE
- CULTURAL ATTRACTIONS
- OTHER ATTRACTIONS / ACTIVITIES



POINTS OF INTEREST

- 1 THE ROCK (RETAIL & LEISURE)
- 2 WOODFIELDS RETAIL PARK
- 3 ANGOULEME RETAIL PARK
- 4 LIBRARY & BURY ART MUSEUM
- 5 FUSILIER MUSEUM / TIC
- 6 CASTLE LEISURE CENTRE
- 7 EAST LANCS RAILWAY
- 8 THE MET ARTS CENTRE
- 9 TRANSPORT MUSEUM
- 10 BURY INTERCHANGE
- 11 MILLGATE CENTRE
- 12 INDOOR MARKET
- 13 FISH & MEAT MARKET
- 14 OUTDOOR MARKET
- 15 PLAY FOOTBALL

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Appendix B Performance indicators

Heading	Purple Flag Aim	KPI	How Stated	Sources of Data	Detail
1. Crime & Anti-Social Behaviour	A reducing incidence of NTE-related crime and disorder	Recorded crimes in the town centre at peak times for NTE	<ul style="list-style-type: none"> Recorded crimes on Friday and Saturday nights between 8pm and 5am Similar figures for 12 months earlier Positive/negative change over 12 months 	<ul style="list-style-type: none"> Police statistics 	See Purple Flag KPI Toolkit
2. Alcohol & Health	Reducing levels of alcohol abuse and harm	Alcohol-attributable hospital admissions at peak NTE times	<ul style="list-style-type: none"> Alcohol-attributable hospital admissions on Friday and Saturday nights between 8pm and 5am Similar figures for 12 months earlier Positive/negative change over 12 months 	<ul style="list-style-type: none"> Local hospital statistics 	See Purple Flag KPI Toolkit
3. Composition	Increasing choice and balance of provision for consumers	Progress away from an <i>over-dependence</i> on alcohol-based venues targeting the under 25s and takeaways	<ul style="list-style-type: none"> Representation of activities regularly open during Purple Flag hours Proportion of alcohol-based venues targeting the under 25s and takeaways Positive/negative change over 12 months 	<ul style="list-style-type: none"> Composition survey and analysis, using the 4 Purple Flag categories and 12 sub-categories 	See Purple Flag KPI Toolkit
Heading	Purple Flag Aim	KPI	How Stated	Sources of Data	Detail
4. Footfall	Increasing the use of the town centre between 5pm and 11pm	Increase in footfall in the town centre at peak NTE times	<ul style="list-style-type: none"> Footfall counts 5pm to 11pm on Friday and Saturday nights Similar figures for 12 months earlier Positive/negative change over 12 months 	<ul style="list-style-type: none"> Commercial surveys 	See Purple Flag KPI Toolkit

5. Perceptions	More positive perceptions of the town centre by users	Increase in those who feel safe in the town centre in the evening and at night	<ul style="list-style-type: none"> • Proportion of consumers who say they feel safe in the town centre between 5pm and 8pm and between 8pm and 11pm • Similar figures for 12 months earlier • Positive/negative change over 12 months 	<ul style="list-style-type: none"> • Consumer surveys 	See Purple Flag KPI Toolkit
6. Volume & Value	An increase in business prosperity and local benefit	Rising levels of economic activity & value in NTE businesses	<ul style="list-style-type: none"> • Volume of NTE business GDP • Employment in sector • Ranking against other centres • Change over 12 months 	<ul style="list-style-type: none"> • Local estimates • NightMix Index 	See Purple Flag KPI Toolkit
7. Patronage	Widening consumer representation	Increase in use of centre during peak NTE times by families with children & by those over 25 yrs.	<ul style="list-style-type: none"> • Representation of these categories in the town centre on Friday and Saturday nights between 5pm and 11pm • Similar figures for 12 months earlier • Positive/negative change over 12 months 	<ul style="list-style-type: none"> • Consumer survey, potentially as part of No 5 above 	See Purple Flag KPI Toolkit

Indicators 1, 2, 3, 4 & 5 were incorporated within the Purple Flag submission. Performance will be evaluated at the next full submission for future accreditation.

Appendix C

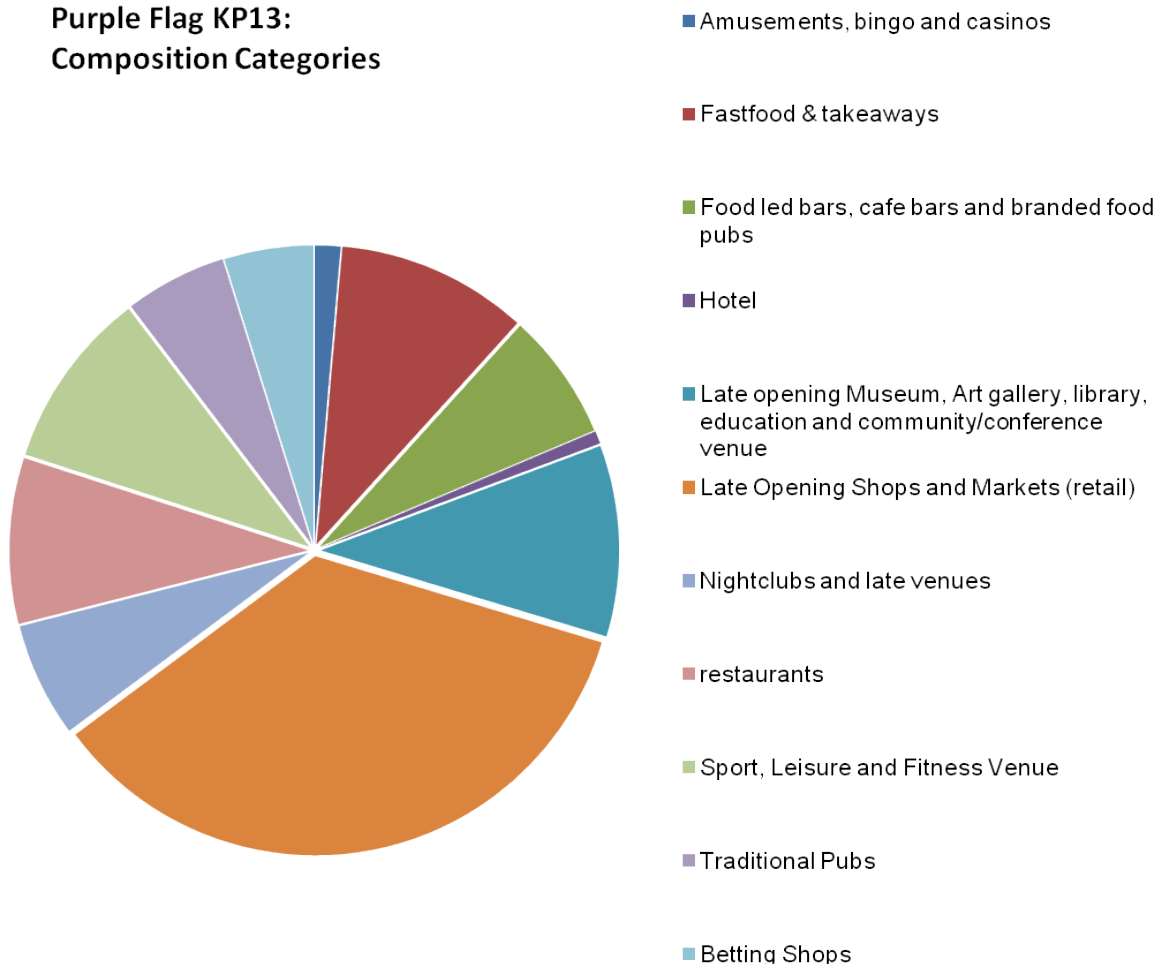
Bury Purple Flag Composition Categories 2015

Details of all current licences are available at

<https://licensing.bury.gov.uk/PAforLalpacLIVE/1/WcaHome>

Purple Flag KP13: Composition Categories	Number	(%)
Amusements, bingo and casinos	2	1%
Fast food & takeaways	15	10%
Food led bars, cafe bars and branded food pubs	10	7%
Hotel	1	1%
Late opening Museum, Art gallery, library, education and community/conference venue	15	10%
Late Opening Shops and Markets (retail)	51	35%
Nightclubs and late venues	9	6%
restaurants	13	9%
Sport, Leisure and Fitness Venue	14	10%
Traditional Pubs	8	6%
Betting Shops	7	5%
Grand Total	145	100%

Purple Flag KP13: Composition Categories



APPENDIX D - BURY TOWN CENTRE PURPLE FLAG ACTION PLAN

WELLBEING – (Welcoming, Clean and safe)

Action	Lead	Progress/milestones/commentary	Timescale	Priority
<p>Street Pastors</p> <p>Maintain ongoing links with the Street Pastor service via Pub Watch.</p> <p>Investigate the potential for creation of a Town Centre “Safe Place” location to act as a base for the Street Pastor Service. Potential to utilize 101 Police Room (Bury Interchange)</p> <p>Increase profile of Street pastors to carry/wear Identification.</p>	Bury Council/ Street Pastors/	<p>Dialogue with TfGM/GMP ongoing regarding Room 101. Street Pastors investigating a range of options with support from Bury Council &GMP. Meeting held to progress and view potential locations in Nov 2015. Investigate any potential funding support. E.g. via Health and Wellbeing Board/Township funding pots.</p> <p>Information forwarded to JL re. Township funding.</p>	<p>Ongoing</p> <p>Street Pastors will have ID Badges</p>	
Street Lighting	Bury Council	Site meet held 17/04/15 to progress options to improve the overall level of	Ongoing	

Action	Lead	Progress/milestones/commentary	Timescale	Priority
<p>Examine potential for lighting Improvements (as identified in the internal assessment July 2014)</p> <p>Examine options to improve street lighting in those areas identified in overnight assessment.</p> <ul style="list-style-type: none"> - Silver Street - The "old" Rock - Kay Gardens 		<p>lighting. Current lighting levels have been assessed. Awaiting feedback from street lighting regarding potential options. Kay Gardens lighting to form part of any wider Kay Gardens proposals.</p> <p>Implementation will be subject to funding availability.</p>		
<p>CCTV communications between Bradley Fold (Central CCTV/BBAC monitoring)and evening BBAC radio users.</p> <p>Review existing comms around the radio system and investigate options to improve links with Bradley Fold control centre.</p> <p>Consider options with CCTV (Bradley Fold) and Pennine radio who operate/manage the scheme.. Need to improve links between evening BBAC users and Pennine</p>	GMP/Pennine Radio	<p>Meet with day time users took place Oct 2015.</p> <p>Regarding evening users need to confirm and establish requirements and likely costs initially. Additional Link from Mill gate to Bradley Fold required</p>	Ongoing	

Action	Lead	Progress/milestones/commentary	Timescale	Priority
<p>Pub Watch online</p> <p>Consideration and development of online communication portal pubwatchonline.co.uk (PF Assessors recommendation)</p> <p>Consider and progress with Pub watch Group</p>	<p>Pub Watch Online Co-ordinator</p>	<p>Meet with Rochdale TCM held may 2015 to examine operation of the system.</p> <p>Considered at Pub watch meet June 2015.</p> <p>Bury Scheme now registered. Pub Watch Chair to act as co ordinator.</p> <p>Initial dissemination of info and registration of individual members ongoing.</p> <p>GMP/Bury Council to be 3rd Party members.</p> <p>Need to consider any further training requirements for members.</p>	<p>Ongoing – November15</p> <p>- Chairperson of Pubwatch is actively inviting all concerned to join the newly registered Bury Pubwatch on Line.</p>	
<p>To address crime and anti-social behaviour issues in the town centre through partnership forums such as the Joint Engagement Team, utilising the full range of anti-social behaviour support, intervention and enforcement measures available.</p>	<p>Bury Council</p>			
<p>Examine potential of Extension of Bus Station Toilet Hours</p>	<p>Bury Council /TfGM</p>	<p>Dialogue with TfGM initiated.</p> <p>Operational hours currently linked to staffing of the Supervisors office on site.</p>	<p>Ongoing</p>	

Action	Lead	Progress/milestones/commentary	Timescale	Priority
Graffiti/Chewing Gum removal	Bury Council	Not currently dealt with on an ongoing basis Machines to remove gum have been priced up. Discuss options with Street Cleansing.	Ongoing	
Taxi Marshalls Examine potential for creation of a taxi Marshals scheme or similar - including funding options	Bury Council	<i>Discussion at Pub watch (Sept 2014) regarding roving door/street supervisors utilized in Leeds. Previously trialled a successful scheme but sustainable funding an issue.</i> MB requesting information from other GM authorities including Oldham and Wigan regarding approach elsewhere funding/sustainability	Ongoing	
Street Lighting Repairs to Lighting at The Rock. (Barista to Aquarius)	Bury Council	Awaiting scheduling of repairs.	Repairs completed Oct 2015	
Training for users of BBAC radio (linked to above also) Police (PC A Hayes/Pennine to produce a guide for users). Issue raised via Pub watch. Consider further training requirements and supply of information and contacts.	GMP/Bury Council /Pennine Communications	GMP (A Heyes) circulated updated user information.	May 2015 Ongoing	

MOVEMENT- (a secure pattern of arrival, circulation and departure)

Action	Lead	Progress/milestones/commentary	Timescale	
Public Realm Improvements (pedestrian movement) Clerke Street – progress public realm improvements in this key link area as part of the wider Clerke Street Development Framework. Kay Gardens – progress improvements to public realm (including lighting) as a key link area and arrivals point.	Bury Council /key stakeholders	Clerke Street – Development Framework signed off October 2015. Maintain dialogue with Kennedy Wilson. Initial sketch proposals prepared and dialogue progressing with adjacent owners regarding potential of the scheme.	Ongoing	
Consider the potential to extend Metrolink Hours of service to extend late night transport offer.	TfGM	Dialogue initiated with TfGM. May need to consider any potential negative impacts. TfGM to consider operating hours of the full Metrolink network following the opening of the airport link. Consultation across GM Authorities will take place as part of this process.	Ongoing and on completion of Airport links.	
Repairs to way marking.	Bury Council	Meeting held 5/05/15 to consider options and progress. Repairs due to commence Jan 2016 . Revised anti vandal design incorporated.	January 2016	
Investigate Lighting to map monoliths (PF Assessors recommendation)	Bury Council	Illumination considered but likely to remain cost prohibitive due to connection costs of c£15-20k.	January 2016	

APPEAL – (a vibrant choice and a rich mix of entertainment and activity) plus marketing and promotion activity

Action	Lead	Progress/milestones/commentary	Timescale	
<p>Purple Flag Marketing /Promotional Plan (PF Assessors recommendation)</p> <p>Activity to date includes:</p> <ul style="list-style-type: none"> - Media coverage - 3x Purple Flags - web site information Bury.gov/Visitbury/The Rock - Vertical banners (Town Centre Ring Road sites) - Posters/Beer mats/window clings for ENTE businesses/taxis - Horizontal banner(s) - Clerke St Hoarding Vinyls - Use of Media screens - Town centre Hoop signs x2 - Interchange posters and Bus stop Filler posters - Pull up banners for use at events - Art Gallery brochure - MET brochure - Mill gate posters <p>-National Purple Flag Weekend was combined with the Light Night weekend. Promotional work with Pub Watch</p>	<p>Purple Flag Board/Pub watch group</p>	<p>Future promotional activity potentially linked with development of wider marketing and promotion campaign for Bury Town Centre (full offer day and night time) as part of refresh of Town Centre Management and Governance.</p> <ul style="list-style-type: none"> - Consider enhanced social media campaign - increased business input/promo activity - new strap line but utilising existing branding, Bury The Place - - Identify additional opportunities to raise Purple Flag profile, using updated artwork via ATCM - increased use of logo by PF partners and for Street Pastors – ID Badges - additional permanent lamp post banners adjacent to the Rock <p>Funding bid to be submitted Jan 2016 for Purple Flag promotional activity.</p> <p>Liaise with ATCM (PF programme) and other PF places as appropriate regarding best practice for marketing and promotion.</p>	<p>Ongoing</p>	

group/venues took place				
Purple Flag stand at the Bury Business Fair June 2015				
VisitBury web site	Bury Council	Promote VisitBury to ENTE businesses as an opportunity to increase business information and promotion of the ENTE Town Centre offer. Consider any advert opportunities for Town Centre businesses.	Ongoing	
New Signage/information at Subway near Premier inn	Bury Council	Town centre maps have been provided to Premier Inn reception to hand to visitors	Complete	
Dry bar proposal Consider options to promote/support creation of a Dry Bar facility in Bury Town centre.	Bury Council	Pilot scheme has been implemented in Manchester Road Park via Bury Employment Support. Pilot completed summer2015 but not continued. Feedback identified Town Centre as a preferred location. A Noi has had a positive response from Chamber of Commerce regarding the potential.	Ongoing	

PLACE – (a stimulating destination and a vital place)

Action	Lead	Progress/milestones/commentary	Timescale	
<p>Metrolink Car Park boundary planting bed</p> <p>Improvements to existing planted area required.(identified in internal assessment)</p>	<p>Bury Council /TfGM</p>	<p>TfGM have agreed in principle to work with us. Liaise with in Bloom team on Greening Stops programme.</p> <p>TfGM looking to identify funding contribution.</p>	<p>Ongoing</p>	
<p>Events</p> <p>Continued and enhanced programme of events across Bury Town Centre working with key partners and stakeholders including Light Night 2015.</p>	<p>Purple Flag Board/Cultural Economy Group</p>	<p>Light Night 2015 took place 16th October – as part of a wider ongoing programme and Culture Quarter led activity e.g. the MET, Sculpture centre, Museums and music led events, Bandemonium, Glaston bury, Homegrown Folk Event.</p> <p>Link with work of the Cultural Economy Group in reviewing Town Centre Events/Cultural programme.</p>	<p>Ongoing</p>	
<p>Public Art</p> <p>Additional light commissions proposed, rear of Art Gallery, Interchange, Library gardens.</p>	<p>Bury Council</p>	<p>Link with Cultural Economy strategy action plan as that develops.</p>	<p>Ongoing</p>	

POLICY ENVELOPE – (a clear aim and a common purpose)

Action	Lead	Progress/milestones/commentary	Timescale	
<p>Completion of ENTE Strategy (PF Assessors recommendation)</p> <p>Consider way forward and the need to finalise the draft NTE Strategy as highlighted in Assessors report.</p>	<p>Bury Council/Purple Flag Board</p>	<p>ENTE Strategy originally drafted October 2012 and some initial consultation undertaken but low level response. Refreshed Strategy and draft action plan considered at PF Board meeting May 2015. Programme of internal consultation to be completed end June 2015.</p> <p>Strategy to be reported to Council Senior Leadership Team early 2016 to seek approval for wider public consultation to be followed by formal Council approval.</p>	<p>Spring 2016</p>	
<p>Development/improvement of Pub Watch</p> <p>Maintain continued support and development of the Bury Pub Watch Group to encourage a more pro active approach, increased membership and attendance plus links/support for Purple Flag.</p>	<p>Bury Council /Pub Watch /GMP</p>	<p>Attendance and support at monthly Pub watch meeting by the Council/GMP.</p> <p>Support specific initiatives e.g. Pub Watch online, Purple Flag weekend, improved communications.</p> <p>Joint letter sent from Licensing Authority and Police to encourage better attendance at Pubwatch meetings.</p>	<p>Ongoing</p>	
<p>Update Licensing Policy</p> <p>Ensure linkage with Purple Flag.</p>	<p>Bury Council</p>	<p>Consultation completed end June 2015. Report to licensing & Safety Panel September 2015. Followed by Policy to full Council for ratification</p>	<p>Full Council approval Jan 2016</p>	

<p>Determine the Economic value of the ENTE in Bury.</p>	<p>Bury Council /Purple Flag Board</p>	<p>MAKE consultants commissioned to produce summary data. Report received May 2015 and considered by PF Board. Information to feed into ENTE Strategy.</p>	<p>Completed May 2015.</p>	
<p>Engagement with Town Centre residents and businesses.</p> <p>Action arising from the GM Alcohol Strategy LAAA (Local Alcohol Action Area) diversity project. Engage with residents regarding Purple Flag and other relevant Town centre activity.</p>	<p>Bury Council</p>	<p>Agreement in principle with the Rock (AWW) to link with existing Rock resident consultation mechanisms including e newsletter and residents meetings. Purple Flag information initially, potentially linked with Night Light Event.</p> <p>LG attended residents meeting Dec 2015.</p>	<p>Ongoing</p>	
<p>Wider Strategy linkage:</p> <p>Ensure ENTE Strategy and action plan links and cross references with wider relevant strategies and vice versa to ensure a co ordinated approach:</p> <ul style="list-style-type: none"> -Bury but Better Town Centre Strategy -Bury Economic Strategy -GM Alcohol Strategy -Cultural Economy Strategy -Licensing Policy -Community Safety Partnership Action Plan (including ASB actions) -Bury Drug/Alcohol strategy 	<p>Purple Flag Board</p>	<p>Work via the Purple Flag Board members to ensure cross linkage of Strategy and associated activity in a co ordinate manner to promote and support the continued enhancement of the ENTE offer.</p> <p>Consider cross funding opportunities and maintain multi agency and partnership working.</p>	<p>Ongoing</p>	

