

BURY TOWN CENTRE

EVENING & NIGHT TIME ECONOMY
STRATEGY AND ACTION PLAN

October 2017



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 wellbeing. 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 and again in March 2017 and our intention is to continue to learn from this process and seek to cascade best practice for Town Centres across the Borough for the wider benefit of all.



Cllr Rishi Shori - Chair Purple Flag Partnership Group and Leader of Bury Council

Cllr David Jones – Chair Licensing and Safety Panel

GMP Bury Town Centre Inspector- Inspector Robert Findlow

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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 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) www.atcm.org/purple-flag

1) 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 2am and beyond – Our vision is to promote a town centre with broad appeal which creates a safer environment for users and a reduced need for public service resources covering the early morning period.

2) Introduction

In 2015 Bury 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

Centres that are successful in developing and exploiting the evening and night time economy in both economic and social terms display a much richer mix of attractions catering for a range of clientele from the end of the traditional working day to the late evening/early hours.

A strong and diverse evening and night time economy also helps to support the day time economy. Bury already boasts a strong retail offer, a range of restaurants, a vibrant arts and cultural scene, and many family friendly facilities.

We will continue to encourage a move to evening facilities that appeal to many different groups, in particularly families and a mix of age groups.

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 itself has become the destination with annual day/early evening events such as Glaston-BURY, Enlighten (formerly Light Night) and the East Lancashire railway events programme. The increasing provision of hotel accommodation supports the theme of Destination Bury.

Through the strategy we want to support the development of 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 D.**

Addressing the Evening Economy Issues

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.

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 Evening Economy and Purple Flag

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 in Greater Manchester to gain accreditation. Our work is focused upon raising the profile of the town centre offer as a whole in order to transform perceptions and increasing the diversity of offer and maintaining and improving standards. We will also look to develop the way in which buildings and the public realm are used.

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 C.** 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 theatre, 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 relatively few 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 to deliver the objectives of the Greater Manchester Alcohol Strategy (2014-17). The strategy has 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 wellbeing. 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, along with the strategic outcome of making Bury a better place to live.

Key partners and stakeholders were involved in the development of the Bury Drug & Alcohol Strategy and Action Plan (2015-2018) ensuring that activity is aligned with all relevant local and GM strategies. 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.

3) 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. All these apartments are now fully let.

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 town centre. 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.

4) 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

Purple Flag Action Plan (See Appendix E)

The ENTE action plan at Appendix E 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.

5) Strategic Linkages (See Appendix A)

The considerations and issues raised in this Bury town centre strategy demonstrate clear linkages and support for a range of strategies.

Purple Flag

Associated research has shown 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

6) 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 measurable on an annual basis across a broad range of issues. (See Appendix B)

Appendix A

Bury Growth Plan (approved November 2017)

Bury Council's vision for Growth includes a series of key priorities for Bury Town Centre which will contribute towards the vitality of Bury town centre. These are to:

- Identify potential town centre development opportunities for main town centre uses.
- Proactively work to promote and encourage the delivery of development on key town centre sites.
- Update planning policies to prioritise town centres as the location for main town centre uses.
- Pursue other key strategies and action plans such that seek to promote and enhance our town centres.
- Develop/refresh site specific town centre development frameworks.
- Actively engage with and support key town centre stakeholders, groups and businesses.

Bury But Better 2009 (Town Centre Vision and Development Strategy which remains the development framework for Bury Town Centre.

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 (This plan will be updated to support the new Police and Crime Plan to be published in 2018.

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

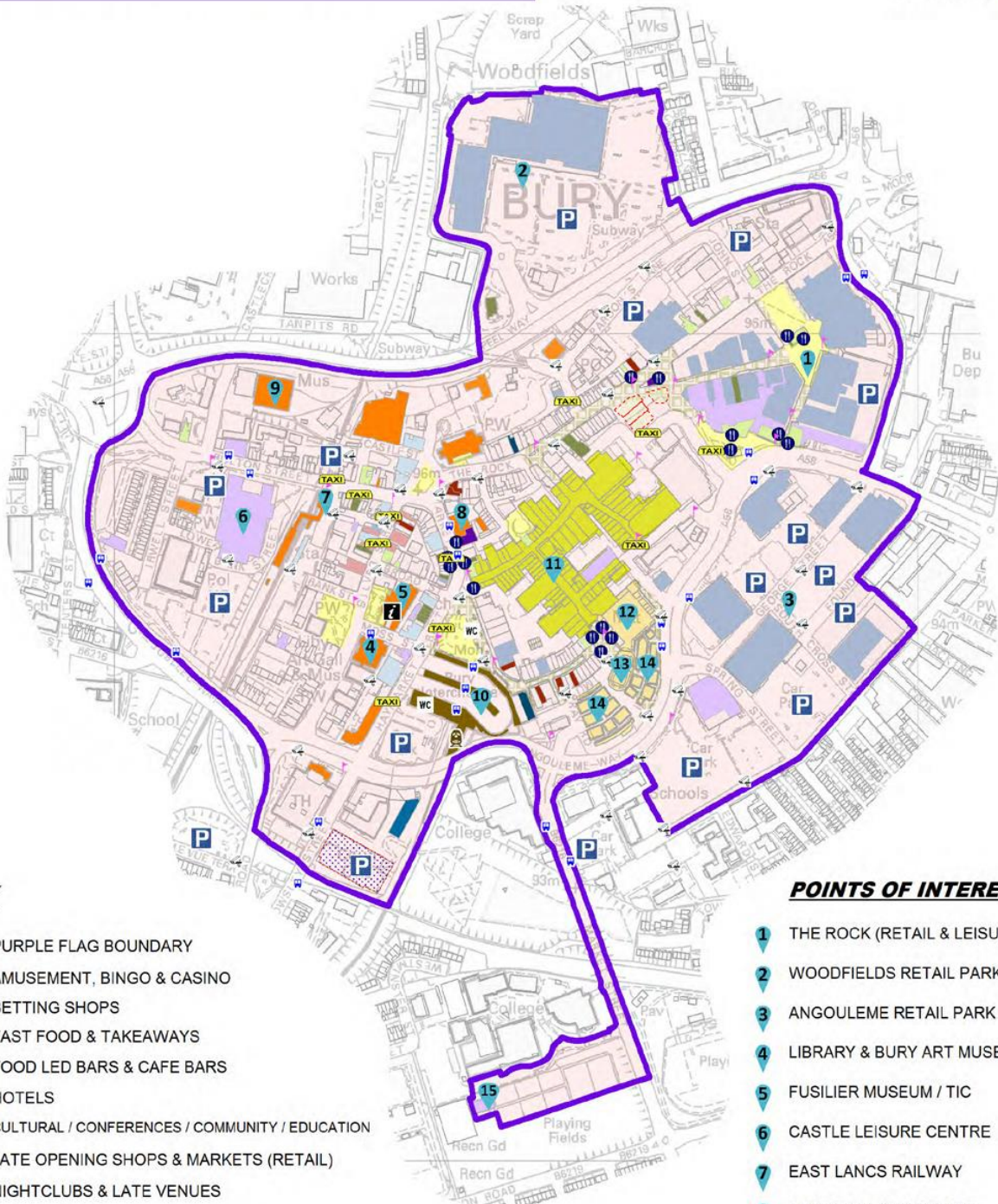
- bringing employment
- increased visitor numbers
- increased non-alcohol related visitor attractions

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.

Appendix B

BURY TOWN CENTRE PURPLE FLAG COMPOSITION 2017



KEY

- PURPLE FLAG BOUNDARY
- AMUSEMENT, BINGO & CASINO
- BETTING SHOPS
- FAST FOOD & TAKEAWAYS
- FOOD LED BARS & CAFE BARS
- HOTELS
- CULTURAL / CONFERENCES / COMMUNITY / EDUCATION
- LATE OPENING SHOPS & MARKETS (RETAIL)
- NIGHTCLUBS & LATE VENUES
- RESTAURANTS
- PROPOSED RESTAURANTS & CAFES
- SPORT, LEISURE & FITNESS
- TRADITIONAL PUB
- PROPOSED DEVELOPMENT
- PEDESTRIANISED AREAS
- PUBLIC REALM / OPEN SPACE
- TRANSPORT
- MARKETS
- UNDERCOVER SHOPPING CENTRE

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

- P 24 HOUR CAR PARKS
- TAXI TAXI BAYS
- B BUS STOPS
- M METROLINK
- CCTV CCTV
- WAYMARKERS WAYMARKERS
- WC NIGHT TIME PUBLIC TOILETS
- D OUTSIDE DINING

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Appendix C: 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

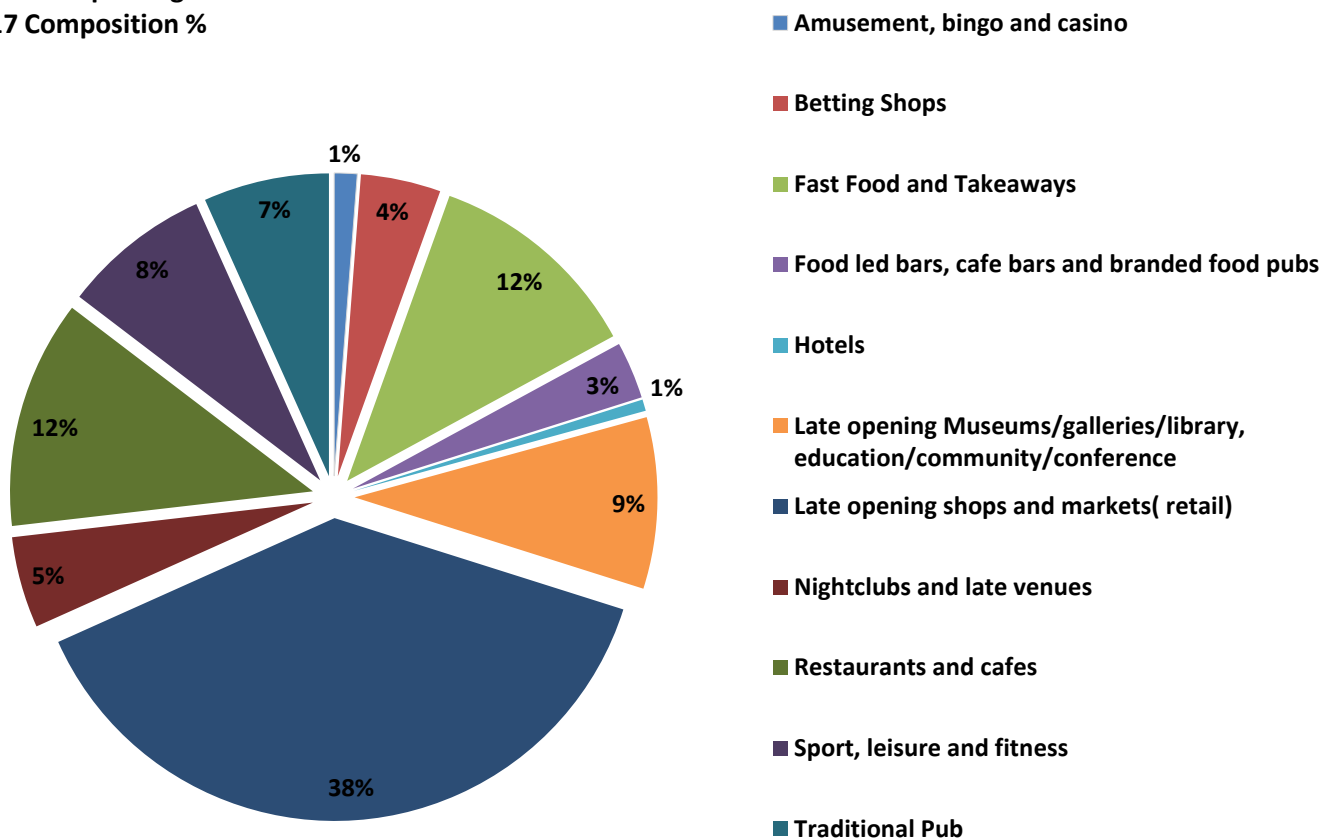
Indicators 1, 2, 3, 4 & 5 were incorporated within the Purple Flag submission. Performance will be evaluated at the next full submission for future accreditation.

Appendix D: Bury Purple Flag Composition Categories

For details current licences see <https://licensing.bury.gov.uk/PAforLalpacLIVE/1/WcaHome>

Table 3.1 2017 Composition by Category	Total	%
Amusement, bingo and casino	2	1
Betting Shops	7	4
Fast Food and Takeaways	19	12
Food led bars, cafe bars and branded food pubs	5	3
Hotels	1	1
Late opening Museums/galleries/library/education/.....	15	9
Late opening shops and markets(retail)	63	38
Nightclubs and late venues	8	5
Restaurants and cafes	20	12
Sport, leisure and fitness	13	8
Traditional Pub	11	7
Total	164	100

**FIG 3.1 Purple Flag KPI 3
2017 Composition %**



APPENDIX E - BURY TOWN CENTRE PURPLE FLAG ACTION PLAN

WELLBEING (Welcoming, Clean and Safe)			
Action	Lead	Progress/milestones/commentary	Timescale
<p>Bury Street Pastors (BSP)</p> <p>Maintain ongoing links with the Street Pastor service and the ENTE</p> <p>Continue to operate the "Safe Place" and Street Pastor Service in Bury Town Centre.</p> <p>Bury Dry Bar</p> <p>Increase the profile of Street Pastors through the Bury Purple Initiative</p> <p>Response Pastor Scheme</p>	<p>Bury Street Pastors/Bury Council /Pubwatch</p>	<ul style="list-style-type: none"> • Ongoing attendance at Pubwatch and Purple Flag Board Meetings. • Continued use of Castle Buildings as the BSP base including offering a 'Safe Space' in the town centre where vulnerable people are taken as an interim measure whilst appropriate action is taken. • Longer term objective is to develop a Dry Bar within Bury town centre -which will also act as a BSP Base. The Dry bar would also function as a training centre. • Identify opportunities for use of PF branding on street pastor info and vice versa. E.g. PF Badges, Street Pastors reference in publicity materials. • BSP will lead the development of GM wide Response Pastors who will be specially trained to work alongside statutory bodies and provide proactive support at major incidents. Bury Street Pastors will become the central point of contact for the initiative and representatives will attend regular GMP incident response meetings. 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>2018</p> <p>Funding has been secured from Bury Council Community Funding.</p>

WELLBEING (Welcoming, Clean and Safe)

Action	Lead	Progress/milestones/commentary	Timescale
<p>BBAC Radio Scheme</p> <p>ENTE representation on BBAC Steering Group</p>	ENTE users (as per BBAC SLA)	<ul style="list-style-type: none"> Steering Group includes representatives from Pub Watch, Bury Council, GMP, Day time users, ENTE users, Pennine Radio (2 x meetings a year) 	October 2017 /April 2018
Re-launch an upgraded BBAC Radio Scheme to engage additional ENTE and daytime users.	BBAC Steering Group/Pennine	<ul style="list-style-type: none"> Revised documentation and guidance produced. Re-launch and promotion of Radio Scheme. Update and training for users of BBAC radio scheme to existing and potential users 	February 2018
PCSO support for BBAC Radio Scheme	GMP Bury	<ul style="list-style-type: none"> Bury GMP PCSOs to raise awareness of BBAC radio scheme in day to day communications with businesses. 	Ongoing

WELLBEING (Welcoming, Clean and Safe)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Pubwatch Online and Pubwatch Whats App Group</p> <p>Use of both systems to encourage wider communication between businesses and to support ongoing/future Pubwatch banning system.</p>	<p>Pubwatch Online co-coordinator/ GMP</p>	<ul style="list-style-type: none"> Promote opportunities offered by new Pub Watch online web portal and Pubwatch App around messaging/ support Banning Orders. To raise awareness of the Pubwatch Whats App group between stakeholders -consider examples of best practice from other areas. e.g. Angel London Awareness raising/training session to ensure effective use agreed scheme 	<p>Ongoing through Pubwatch meetings</p>
<p>Best Bar None Scheme</p>	<p>Bury Pub watch/GMP</p>	<ul style="list-style-type: none"> Establish a Bury Best Bar None Scheme Steering Group created via Bury Pubwatch GMP initial funds/sponsorship 	<p>Jan 2018</p>
<p>Town Centre Public conveniences</p>	<p>Bury Council /TfGM</p>	<ul style="list-style-type: none"> Bury Interchange facilities operational hours are currently linked to staffing of the Supervisors office on site. Automated toilets on Kay Gardens are day time opening only. Examine potential for extension of provision 	<p>Ongoing</p>

WELLBEING (Welcoming, Clean and Safe)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Establish a partnership approach to the reporting town centre lighting issues</p>	<p>Bury Council Strategic Planning/Economic Development (SPED)</p> <p>PF Board/All Partners</p>	<ul style="list-style-type: none"> <p>Long Term options</p> <p>Wider development plan for Kay Gardens that includes a comprehensive lighting scheme is currently under development and consideration with 3 x plan options produced ranging from low to high level intervention. Project Enquiry submitted to HLF (Summer 2017) as part of Town Centre Conservation Area Townscape Heritage scheme.</p> <p>To continue proactive reporting of any street lighting faults to Bury Council via the council website</p> 	<p>Dialogue with Heritage Lottery Funding ongoing but earliest HLF . Funding application opportunity 2019</p> <p>Ongoing</p>
<p>Graffiti/Chewing Gum removal</p>	<p>Bury Council (Street Cleansing/High ways/SPED)</p>	<ul style="list-style-type: none"> <p>Identify priority areas across the town centre for ongoing maintenance Issues already identified in some key areas e.g. link between Premier Inn and Market Car park/Metrolink station. New cleaning regime established re graffiti removal.</p> 	<p>Ongoing</p>

WELLBEING (Welcoming, Clean and Safe)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Litter/Waste</p> <p>Partnership activity to ensure street cleansing supports Purple Flag initiatives</p>	Bury Council	<ul style="list-style-type: none"> In partnership with Mill Gate Shopping Centre, new, street cleansing base to be established in Mill Gate car park to improve efficiency of cleaning within the town centre core. Additional cleaning equipment (displaying PF logos) have been purchased. New bins to be installed in key areas of the town centre with PF branding 	<p>Early 2018</p> <p>Early 2018</p>
<p>Bury Interchange</p> <p>Improve the appearance of Bury Interchange as a key arrival point to the town centre. (Identified in the internal assessment)</p>	Bury Council /TfGM	<p>Short Term</p> <ul style="list-style-type: none"> Metrolink Car Park -Improvements to the existing car park area to establish sustainable/low maintenance planting Replacement of missing bins and addition of cigarette bins at the interchange exit points. <p>Long Term</p> <ul style="list-style-type: none"> Re-development of Bury Interchange creating a more welcoming day/night time access to Bury town centre 	<p>Ongoing</p> <p>Dialogue initiated Bury Council /TFGM. Draft Development Plan to follow early 2018</p>

MOVEMENT (A secure pattern of arrival, circulation and departure)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Public Realm Improvements (Pedestrian Movement)</p> <p>Clerke Street – Progress public realm improvements as part of the wider Clerke Street Development Framework. (Approved 2015).</p> <p>Public realm improvements linked to development of 3 new restaurants/bars.</p>	<p>Bury Council /key stakeholders</p>	<ul style="list-style-type: none"> Public realm improvements to be implemented as part of the Clerke St development to link with The Rock public realm scheme. This area forms one of the main pedestrian routes between The Rock and Bury Town Centre. First of three new restaurants opened Nov 2017 Dialogue initiated regarding future development options in relation to the former pub site on Clerke Street. 	<p>Phase one (development of former Sol Viva site) has now been completed</p> <p>Ongoing</p>
<p>Kay Gardens</p> <p>Progress public realm improvements including additional lighting.</p>		<p>(Please see wellbeing pg. 16/17)</p>	

MOVEMENT (A secure pattern of arrival, circulation and departure)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Public Transport</p> <p>Identify opportunities to strengthen the public transport provision for the ENTE</p>		<ul style="list-style-type: none"> Ongoing dialogue with TFGM to look at scope for later service provision <p>Bury Town Centre Transport Study</p> <ul style="list-style-type: none"> This aims to identify transportation investment needs for Bury Town Centre and review current transport networks serving the town (covering all modes of transport). <p>Consultation was undertaken Aug 2017. A draft report has now been produced.</p>	<p>Late 2017 –early 2018</p>
<p>Town Centre Way finding Scheme</p>	<p>Bury Council/partners</p>	<ul style="list-style-type: none"> Ongoing maintenance of way finding scheme across the town centre Identify opportunities for joint signage to ensure links across the town centre Continue to ensure adequate information and signage at key access points 	<p>Ongoing</p>

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

Action	Lead	Progress/milestones/commentary	Timescale
<p>Expand the ENTE Offer Encourage the development of a broad ENTE offer with a focus on quality</p>	Purple Flag Board/Pub watch/ Bury Council	<ul style="list-style-type: none"> • Promote both new and existing dining offer in Bury town centre to support Bury as a destination for dining out with a focus on a quality offer. • Continue to identify opportunities for a town centre 'dry bar'. (see Street Pastors Page 14) • Establish a small, cross sector PF working group across sectors to develop and capitalise on promotional opportunities. E.g. <ul style="list-style-type: none"> - Purple Flag weekend - Update of town centre map to include PF branding to extend awareness with businesses and visitors - Promotion of ENTE as part of the wider leisure offer in association with TFGM travel led initiatives e.g. linked tickets/travel cards 	<p>Ongoing</p> <p>Spring 2018</p>
<p>Purple Flag Marketing /Promotional Plan</p>			
<p>Bury Town Centre Marketing ENTE and Purple Flag message to form part of a wider town centre marketing campaign.</p>	All Stakeholders	<ul style="list-style-type: none"> • Continue to raise the profile of Purple Flag profile through use of logo by PF partners. • Funding to be identified for wider Marketing Campaign to incorporate the full day time and night time offer. 	Funding dependent. Strong link to a Bury Town Centre Business Improvement District should one progress.
<p>Visitbury website</p>	Bury Council	<ul style="list-style-type: none"> • Promote the full range of the ENTE/daytime offer via visitbury.com to support Bury's development as an overnight destination. 	Ongoing

PLACE (a stimulating destination and a vital place)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Events</p> <p>Continued and enhanced programme of events across Bury Town Centre working with key partners and stakeholders.</p>	<p>Purple Flag Board/Cultural Economy Group</p>	<ul style="list-style-type: none"> • Annual major events including Enlighten (previously Bury Light Night), and Culture Quarter led activity e.g. the MET, Bury Art Museum & Sculpture Centre and music led events such as GlastonBury, along with the East Lancashire Railway events programme to continue to strengthen the ENTE economy. • The PF Board will work in support of the Cultural Economy Group and establish links to the Town Centre Events/Cultural programme. • Identify opportunities for Bury ENTE business sector to link with cultural events 	<p>Ongoing</p>
<p>Utilise public/cultural buildings and spaces to enhance the town centre and ENTE offer</p> <p>(PF assessor recommendation)</p>	<p>Bury Council Arts and Culture</p>	<ul style="list-style-type: none"> • Investigate the option to light key public spaces /buildings and trees across the town centre in order to enhance the overall appearance and ambience, whilst adding an additional sense of security: <ul style="list-style-type: none"> -Light commissions proposed at Bury Met and Library gardens in connection to new art installation • Build on the success of the Bury Gallery’s ‘Thank Art’ events to extend the evening cultural offer into businesses. E.g. Sketch Book Social events taking place Bloom Café in Bury Cultural Quarter • Identify links and opportunities offered through Bury’s Cultural Economy Strategy Action plan and Bury Culture Quarter Strategy 	<p>Summer 2018</p> <p>Draft Strategy produced Sept 2017</p>

POLICY ENVELOPE (a clear aim and a common purpose)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Updated Bury ENTE Strategy/Action Plan</p>	<p>Bury Council/Purple Flag Board</p>	<ul style="list-style-type: none"> The Bury ENTE Strategy was originally approved in 2015 following extensive consultation. ENTE Strategy and Purple Flag Action Plan was updated in 2017 and approved at the Purple Flag Board Meeting January 2018 The PF Action Plan remains a live document. A programme of additional consultation on the PF Action plan will to be considered and implemented early 2018 	<p>Revised October 2017</p> <p>Spring 2018</p>
<p>To address crime and anti-social behaviour issues in the town centre through partnership forums</p> <p>Utilise the full range of anti-social behaviour support, intervention and enforcement measures available.</p>	<p>Bury Council-Communities/and wellbeing</p> <p>Bury Council Licensing</p> <p>GMP</p>	<ul style="list-style-type: none"> Existing DPPOs in Bury town centre automatically transferred to PSPO's (October 2017). New signage to reflect the changes in place. Joint Engagement Teams (JET) Travel Safe Partnership- launched in 2015 TSP works across GM to tackle/prevent anti-social behaviour across the bus/tram network. 	<p>In line with scheme changes</p> <p>Ongoing weekly meetings</p>

POLICY ENVELOPE (a clear aim and a common purpose)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Actions to reduce alcohol related anti-social behaviour arising from the GM Alcohol Strategy LAAA</p>	<p>Community Alcohol partnership/ Township engagement</p>	<ul style="list-style-type: none"> • The GM Early Warning System Launched in March 2017 The Greater Manchester Drug Early Warning System is based on successful schemes operating in Oldham and Bury (Bury Early Warning Scheme) and features a Professional Information Network (PIN) to share information about new, potent or adulterated drugs. This GM wide system is currently the largest in England with extensive networks sharing experience, advice and expertise which will also extend to involve prisons and the police service. • One Recovery Centre Bury "The Orb" continues to act as a venue for the delivery of a range of recovery orientated services and interventions. - Community event to be hosted as part of 'Alcohol Awareness Week' • Alcohol Ambassadors project Bury Council are part of a pilot for 'Communities in Charge of Alcohol' (CICA) program. The pilot will operate in a small area of the borough where high levels of alcohol harm and significant economic and social deprivation have been identified. 	<p>Scheme initially for 2 years by the GM Police and Crime Commissioner</p> <p>Ongoing</p> <p>November 2017</p> <p>Late 2017</p>

POLICY ENVELOPE (a clear aim and a common purpose)

Action	Lead	Progress/milestones/commentary	Timescale
		<p>Up to 30 individuals from the local area will be trained as 'Alcohol Health Champions' (AHC's) enabling them to have informal healthy conversations with family, friends and colleagues, organise healthy events and model healthy behaviour with respect to alcohol.</p> <p>If the scheme demonstrates that it meets objectives i.e. a reduction in the undesirable consequences of alcohol (e.g. hospital admissions, A&E attendances, levels of crime) over a one to four year period, running costs versus potential savings will assessed with a view to expanding the scheme in to other areas within the borough.</p> <ul style="list-style-type: none"> • Ask Angela Campaign –Plans are being developed for an 'Ask Angela' Campaign for Bury and introduce this national initiative across the whole borough. 	<p>Ongoing</p> <p>Early 2018</p>

POLICY ENVELOPE (a clear aim and a common purpose)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Ongoing development/support of Pub Watch Group</p> <p>Maintain continued support and development of the Bury Pub Watch Group to ensure a proactive approach, increased membership and attendance plus links/support for Purple Flag.</p>	<p>Bury Council /Pub Watch /GMP</p>	<ul style="list-style-type: none"> • Attendance at monthly Pub watch meeting by the council/GMP/ENTE businesses • Support specific initiatives e.g. Pub Watch online including use of banning scheme when required, PF events. 	<p>Ongoing</p> <p>January 2018</p>
<p>Taxi Liaison Meetings</p>	<p>Bury Council Licensing Section</p>	<ul style="list-style-type: none"> • Quarterly meetings take place with the licensed Taxi Trade to ensure communication around issues and legislation 	<p>Ongoing</p>
<p>Engagement with Town Centre residents /businesses</p> <p>Engage with residents /businesses around Purple Flag and other relevant Town centre activity.</p>	<p>Bury Council</p>	<ul style="list-style-type: none"> • Purple Flag updates via council website/press releases. Inclusion in business emails/e newsletters. • Identify opportunities for PF inclusion in e-newsletters and residents meetings. Included activity undertaken through Bury East Neighbourhood Engagement Officer 	<p>Ongoing</p>
<p>Benchmarking Data</p> <p>Seek to improve benchmarking through the collection of a broader range of data</p>	<p>PF Board/GMP and wider stake holders</p>	<ul style="list-style-type: none"> • Agree additional data required at PF Board Meeting 	<p>October 2017</p>

POLICY ENVELOPE (a clear aim and a common purpose)

Action	Lead	Progress/milestones/commentary	Timescale
<p>Monitor Appropriate Data to include</p> <ul style="list-style-type: none">- Crime figures including- A & E submissions data- Street Pastors data (New: Assessors recommendation)		<ul style="list-style-type: none">• Figures will be provided in advance of the annual PF renewal applications.	Annual Renewal

PURPLE FLAG KEY ACHIEVEMENTS TO DATE		Project	Completed
Study determining the Economic value of the ENTE in Bury.	Bury Council /Purple Flag Board	MAKE consultants were commissioned to produce summary data to demonstrate the contribution the ENTE makes to the local economy. The research found Bury Town centre's core ENTE contribute around £40 million to Bury.	2015.
Bury Council Licensing Policy Updated	Bury Council	The updated licensing policy was reviewed and updating, ensuring full support for the PF Action Plan. Following full consultation the policy received full council approval in January 2016.	2016
Improved communications between Bury Town Centre Radio Scheme ENTE users and Bradley Fold (Bury Council Central CCTV/BBAC monitoring base)	Pubwatch/Bury Council	The 2016 review of the existing BBAC Radio System resulted in a technical upgrade to the radio scheme. Funded through a successful Pubwatch application to the Manchester Police and Crime Commission Grant scheme, the outcome has been more effective communications between Bradley Fold CCTV Centre and town centre radio users.	June 2017
Pub Watch Online	Pub Watch	Group set up online and businesses registered	2016
Public Realm Quality	Bury Council	One off clean and chewing gum removal on Market Place and along the, Old Rock (a key route between The Rock Shopping Centre and Silver Street) has seen improvements to the environment and overall appearance of the area.	July 2017

KEY ACHIEVEMENTS TO DATE		Project	Completed
Bury Street Pastor Base	Bury Council	Bury Street Pastors have worked with Bury Council Property Services to secure a base for the Street Pastor service in Market Place in the heart of the town centre. The base doubles as a 'safe space' for vulnerable people whilst appropriate action is taken.	2017
Taxi Driver Licensing Improvements	Bury Council Licensing	Additional standards or Taxi driver licensing improvements – Additional standards introduced for Taxi Drivers around language and numeracy in order to provide improved service for customers	2017
Awareness Raising sessions for ENTE Businesses		Session raising awareness of drug use and CSE delivered for Pubwatch Group	2017
Purple Flag Promotion		Permanent Purple Flag Banners in Bury Town centre Permanent promotion on Bury Town centre Hoop signs	

KEY ACHIEVEMENTS TO DATE		Project	Completed
		<ul style="list-style-type: none"> • Interchange posters and Bus stop Filler posters • Pull up banners for use at events • Production of PF Branded items including Posters, beer mats and window clings for ENTE businesses/taxis • Banners and hoarding vinyls • Redesign of Purple Flag Logo for use in partner brochures/websites • Exhibition stand for use at events and meetings • Purple Flag stand at the Bury Business Fairs • National Purple Flag Weekend was combined with Bury Light Night 2015 and Transition Festival 2016 to raise awareness of Purple Flag. 	