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**MAYOR OF
GREATER
MANCHESTER**

NIGHT TIME ECONOMY COVID-19 RECOVERY BLUEPRINT

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Greater Manchester's Night Time Economy Adviser



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FOREWORD



Greater Manchester is known across the country and beyond for its thriving night-life. We are nationally and internationally synonymous with live music, and around one third of our workforce work in jobs or businesses that are significantly active at night - from our NHS to Manchester Airport to our cultural and leisure sector. When I appointed Sacha Lord as Greater Manchester's first ever Night Time Economy Adviser, I said I wanted us to build on this strong reputation and make our night life even better - for residents, visitors, and those who work in the sector. Over the past few years since he was appointed, Sacha's wealth of experience has been hugely valuable in supporting GM to have a thriving night time economy, not just focused on pubs and clubs, but more broadly working to ensure our towns and cities offer something for everyone, whether they are working, shopping, celebrating or just catching up with friends. The series of priorities, recommendations and suggestion I asked Sacha to develop in the initial night time economy blueprint allowed us to begin to diversify, strengthen and grow our night time economy, ensuring it is accessible for all our residents and visitors. But sadly the growth and strength developed over the past few years has been completely diminished with the arrival of COVID-19, and the night time economy sector has been detrimentally affected over the course of 2020. Although the sector has been forced to take many steps backwards in light of the global pandemic, Sacha and the team know that we now need to focus on recovery with the same aim at the heart of the work we do; for Greater Manchester to be one of the best places in the world to go out, stay out, work and run a business between the hours of 6pm and 6am. We will learn from the difficult experiences of the past few months to build back better than before.

Let us work together to make it happen.

Andy Burnham, Mayor of Greater Manchester

INTRODUCTION



Across Greater Manchester in the last few years, we have seen some fantastic examples of how the Night Time Economy was thriving and driving success in the changing traditional high street.

The sector, the 5th biggest industry in the UK, even during a time of austerity and uncertainty, was bucking the trend of decline we saw in many other sectors. Our theatre attendances were up, as were restaurants, new openings, live music venues, gigs, cultural organisations, all recording record numbers. Over 420,000 worked within the sector and it was building.

Then COVID19 hit. Not many would argue against the fact that hospitality has been one of, if not the, hardest hit sectors, having to adapt, week by week, sometimes in a matter of hours, to new rules and guidelines and fluctuating customer confidence. The sector has faced serious challenges since March, with large sections still shut, with out a road map for re-opening. It is going to be an extremely dark few months ahead and we will and already have seen many closures and redundancies.

This sector is resilient. Greater Manchester is resilient. We will come out of this, with the sector greatly reduced and looking significantly different. Now is the time to come together and look and plan forward. It's time to look forward to rebuilding on our previous strengths. Build on what we've already achieved and learn from previous mistakes.

Now is the time to start planning, so that when we do return to normality, and we will, that we bounce back bigger, better and bolder than before.

Sacha Lord, Night Time Economy Adviser, Greater Manchester

UNITED WE STREAM

As the city-region, the nation and the world continued to battle against COVID-19, all our night-time venues had to close to help our NHS in the fight to stop the spread. But with unified support, Greater Manchester led the fight back on behalf of all our restaurants, pubs, theatres and venues and showcased our world class cultural talent through United We Stream.

The streaming channel was created in swift response to the UK shut-down due to the COVID-19 crisis, and during its 10-week run, the 22-strong team created 207 hours of broadcasting for 35 different productions. The ethos for United We Stream GM was to fund raise by providing quality and diverse entertainment from established and breakthrough Greater Manchester talent, while encouraging people to stay in their own homes during the pandemic.



£477,000

Total raised for Greater Manchester's night time economy and cultural organisations, and a variety of charities supporting some of the most vulnerable across our city-region.



107

businesses, organisations and individuals in Greater Manchester's night time economy have been supported with the money fundraised through UWS.

11

Charities and good causes supported by United We Stream GM including: the United We Stream Solidarity Fund, Save Our Scene, Nordoff Robbins, Greater Manchester Mayors Charity , Manchester Cladiators, Manchester Mind, Albert Kennedy Trust , St Johns hospice, Lancashire Community Support Fund, NHS Charities Together, Eat Well Mcr.

353

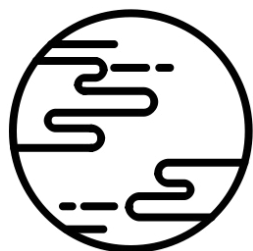
artists, performers, DJs and acts have performed on United We Stream GM.

Over the course of the day, **Hacienda House Party - Part 2 Saturday May 9th** amassed around

1 million viewers

Over the course of the day, **Homoelectric - Stay Homo - Sunday May 10th** amassed around

900,000 viewers




Viewers from all over the world: UK, Australia, America, Spain, France, Canada, UAE , New Zealand, Japan, Sweden, Portugal, Finland, Thailand, Brazil, Argentina, Germany.

VISION & CONTEXT

GREATER MANCHESTER WILL BE ONE OF THE BEST PLACES IN THE WORLD TO GO OUT, STAY OUT, WORK AND RUN A BUSINESS BETWEEN THE HOURS OF 6PM AND 6AM, DESPITE COVID-19. WE WILL CONTINUE TO WORK AND COLLABORATE TO ACHIEVE THIS PREVIOUS AIM AND WILL LEARN FROM COVID-19, TO, IN TIME, MAKE GREATER MANCHESTER'S NIGHT TIME ECONOMY EVEN BETTER THAN IT COULD HAVE BEEN BEFORE.

We will continue to celebrate the unique offer of each of our ten districts, recognising the importance of the night time economy to the vibrancy of our towns, cities and high streets as we recover from the impact of COVID-19. The pandemic has had an unimaginable impact on businesses operating in the night time economy and we continue to watch employers and employees walk the tightrope that the industry is currently balancing on. We cannot ignore the seriousness of the effects the pandemic has had on the night time economy, and will continue to have, as we move forward.

Operators, employees and freelancers in the night time economy have all found their businesses and livelihoods decimated by this pandemic. The sector was the first to be told to shut down and overnight people's income just stopped. The immediate period of lock-down has moved into a period of partial reopening for some of our businesses, which has brought both income and support but also difficulty to them. Many night time economy businesses are still shut down with no understanding of how long this will last, if they will ever reopen and how they will continue to function. The next few months will be a very important period for the sector, as the furlough support is removed, and there is no doubt that the pain felt over the past few months will continue as we adjust to different ways of working and new restrictions. With a business as usual model we could see a lot more business closures and many, many more people made redundant.



But we won't continue with this business as usual model. We will, in Greater Manchester, do all we can to ensure that night time economy businesses not only recover but instead build back better than ever before. Life in lock-down made it clear how much the night time industry is valued by Greater Manchester's residents and how much they missed it when businesses had to shut down; highlighted in the success of United We Stream and the support shown to businesses here.

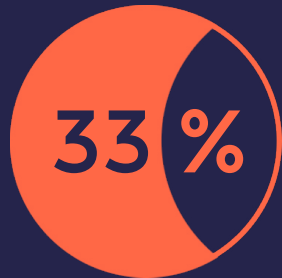
The experiences of night time economy businesses in Greater Manchester throughout the pandemic have also brought to light the ways in which the old normal didn't work for everybody in Greater Manchester. This learning coincided too with the Black Lives Matter (BLM) movement as people in Greater Manchester, and around the world, took to the streets and social media demonstrating their outrage at the killing of George Floyd. Not only did the BLM movement involve physical demonstrations in GM, but it forced individuals and collectives to look at themselves and how they may or may not be supporting the movement. The BLM movement occurring in lock-down rightly forced us to take time to think about our position, and for Greater Manchester's night time economy the position needs to be one in which we participate in providing a space for the amplification of Black voices. To build back better we need to set out to recover from COVID-19, but this recovery must also work towards supporting a greater diversity of artists in Greater Manchester. Not only must we support a more diverse workforce within the night time economy, but we must also work to provide a cultural offer for all individuals across the city-region.

In our last blueprint we set out a priority that we wanted "our night time economy to be diverse, reflective of, and accessible to, all of our residents, regardless of age, gender, sexual orientation, ability, ethnic background or religious belief; namely, a night time economy where there is something for everyone, because diversifying the offer will diversify the customers. We must diversify our offer across Greater Manchester, drawing on the individuality of our places, to ensure that all of our diverse communities or residents feel included from our night time economy." Supporting diversity within the industry is not an individual priority for us, but instead will be a part of all the work we do to recover from COVID-19.

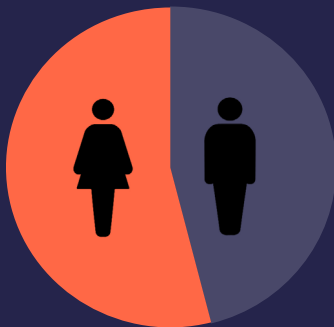
STATISTICS



Since 2001, employment in the night time economy has grown 45% faster than the rest of the Greater Manchester economy.



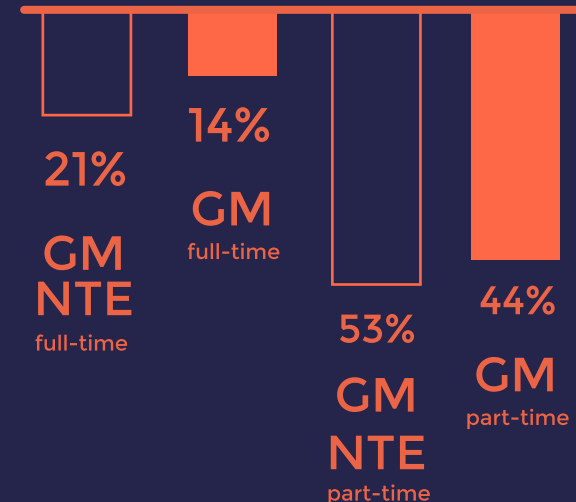
About 33% of the Greater Manchester workforce work in jobs or businesses that are significantly active at night.



Employment in the night time economy in Greater Manchester is approximately 46% male and 54% female. In the rest of Greater Manchester's economy, employment is approximately 52% male and 48% female, explained by a predominance for female employment in 24-hour health and social care. All other night time economy sub-sectors are more male than female.

Around 21% full-time night time economy workers earn less than the living wage, compared to 14% across all Greater Manchester full-time workers. For part-time workers it's even more striking, around 53% of part-time night time economy workers earn less than the living wage (compared to 44% of all part-time employees in Greater Manchester).¹

Earning Less Than The Real Living Wage (£9)



COVID-19 STATISTICS



In the first few months of lock-down **90%** of Greater Manchester's night time businesses closed as a result of the Covid-19 pandemic, with only **7%** staying open to offer reduced services.



18% of jobs in Greater Manchester are in 'shut down' sectors - this is higher than any other UK region. ²



2/3 of night time economy businesses in Greater Manchester expect to make redundancies over the next 12 months, including **80%** of restaurants. ³



Over 1/3 (**38%**) of businesses said they will not be able to reopen fully to pre-pandemic levels, with **9%** saying they will be permanently closing.

¹ <https://www.greatermanchester-ca.gov.uk/media/2241/gmca-nte-blueprint-final.pdf>

² <https://www.businessleader.co.uk/how-is-manchester-and-its-businesses-reacting-to-the-covid-19-crisis-2/95004>

³ <https://aboutmanchester.co.uk/two-thirds-of-businesses-in-greater-manchesters-night-time-economy-looking-to-make-redundancies/>

PRIORITIES

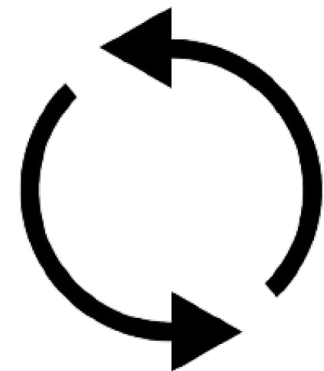
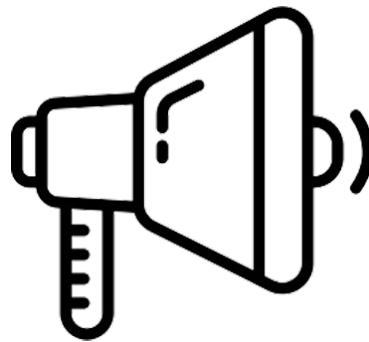
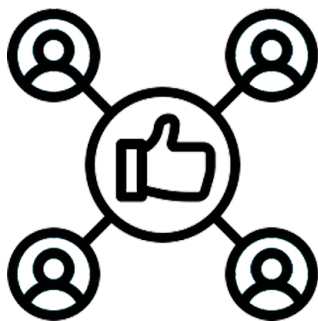


1 ADVOCACY

2 CAMPAIGNS

3 BUSINESS AND EMPLOYEE SUPPORT

4 REGENERATION



ADVOCACY

This blueprint has set out actions that will help Greater Manchester's night time economy capitalise on existing strengths and develop new initiatives to recover from the impact COVID-19 has had on both its businesses and the people that work within them. Although these actions are a step in the right direction towards recovery, it is vital that Greater Manchester continues to advocate for the industry to ensure the struggles and needs of the sector are understood by national government. The Government has delivered a number of interventions to support the night time economy, most notably; the furlough scheme, the Eat Out To Help Out initiative and protections for residential and commercial renters impacted by COVID-19.

Whilst the night time economy and creative industries have benefited from these schemes, and credit should be given to the government for their support, more must be done to ensure that the industries are not completely decimated. The night time economy is a resilient sector, full of creative individuals and businesses that will do whatever they can to keep going, but the current situation is unprecedented, and large sections of the economy haven't seen enough support, most notably; freelancers, who have worked tirelessly behind the excellent 'We Make Events' campaign to ensure their voices are heard. We will do all we can to support them, and have their voices amplified and heard' Much like the aviation industry, the night time economy can and will 'bounce back' post restrictions. There is an enormous appetite from the general public to engage with the night time economy when restrictions allow, particularly as lock-down measures have meant this has not been fully possible since March.

Whilst the bricks and mortar of the night time economy will remain once restrictions ease, without direct support and action, the workforce and businesses will not. This is the last chance to help the sector. The pandemic has already had serious implications for the growth and development of the sector; without further interventions and support, there is a serious risk of these industries being lost all together.



By April 2021, in Greater Manchester we will:

- Campaign and make the case for further financial packages and legislative support, comparable to those in other European countries, for those sections of the economy, such as live music and nightclubs which remain fully, or partially closed. Specifically, we will campaign for a sector-wide furlough extension, combined with self-employment support for night time industries.
- Maintain a dialogue with Government throughout the pandemic, ensuring that the needs and voices of the night time industries are presented at every opportunity.
- Work with other industry bodies, to ensure all options for the partial or full reopening of the sector are explored with a focus on evidence-based approaches.

CAMPAIGNS

Greater Manchester has an incredible cultural offer, from theatres and music venues to galleries, museums and large-scale public events; yet so much of the pre-covid cultural offer can no longer function whilst we continue to need to adhere to social distancing measures. We know that a vibrant and mixed night time economy encourages tourism, boosts the local economy and contributes greatly to shaping both the small towns and district centres within Greater Manchester, as well as the city centres. Ensuring Greater Manchester's residents know the night time economy offers that are still open for them to enjoy is so important to guarantee maximum footfall, and create consumer confidence for businesses that need support now more than ever. It is also so important for individuals to know how they can continue to support their favourite businesses that may not be open right now, to ensure they are still around when we move out of the recovery/living with COVID-19 phase. At a national level the **We Hear You Campaign** was launched by UKHospitality to help the industry boost customer confidence and drive footfall. The campaign has been set up to provide the sector with an industry-wide consumer survey that will deliver weekly actionable insights, enabling businesses to track and adapt their service style at speed in response to customer feedback. We will work to replicate a campaign around consumer confidence in Greater Manchester.

The #SaveNightlife campaign is a grassroots nationwide movement promoting night culture, raising awareness, and building a collective of supporters across the country. The campaign asks people involved in the night time economy and creative sectors to take and upload a picture in support of #SaveNightlife to serve as a visual petition to the Government for them to recognise the immediate support needed for the sector to survive this crisis. The Night Time Industries Association is the voice of the sector and their work alongside other industry bodies, record labels, agencies, promoters and the public recognises how nightlife in the UK is under huge threat in light of COVID-19. The NTIA seek to influence policymakers with the #SaveNightlife campaign alongside all the other work they undertake. We will work with the NTIA and other industry bodies to support their national campaigns and to collaboratively develop our own for Greater Manchester.

MENTAL HEALTH SUPPORT

Not only will campaigns be vital to Greater Manchester's night time economy businesses, but also to the individuals that work within the sector. The UK Hospitality Pathway has been set up to provide employees access to learning, well-being and personal development resources especially for those who have been furloughed. The most recent addition to their resources includes a series of podcasts developed by **nowpause** ⁴ which focuses on staying positive, relaxation and living less stressfully. Mental health support is vital for Greater Manchester's night time economy employees who are out of work, but also for those who are continuing to work under very different circumstances. Many GM mental health charities and organisations have been providing support to residents struggling in light of COVID-19. **Manchester Mind** ⁵ have launched a listening service for adults struggling with struggling with their mental health, social isolation, worries and anxieties as well as many other training, learning and peer support resources. **Hospitality Action**, a charity established to offer vital support to the hospitality industry, has set up a helpline and provides resources to support employers and employees struggling to cope ⁶. In Greater Manchester we will work to develop a mental health offer and campaign that compliments pre-existing support.

According to research from the Royal Society for Public Health [RSPH], four out of five hospitality workers report increased stress from their work, with one out of five listing it as a cause for major mental health concerns ⁷. The research also uncovered many pre-existing support programmes such as **Healthy Hospo** ⁸ (health and wellness programmes for bartenders and managers), but established that whilst these programmes are a welcome step, more needs to be done to support the mental health of people in the night time economy sector; this is even more crucial with the added stress assigned to COVID-19. In Greater Manchester, we know that for night time economy businesses to be successful they need successful staff behind them, and for staff to be successful they need to be happy and healthy in their workplace, with strong career progression. Investing in staff health and well-being is not just the right thing to do for individuals, but it will ultimately benefit the sector in the long term.



If you feel you need help and support, please follow the links below

4 <http://nowpause.org/>

5 <https://www.manchestermind.org/our-services/>

6 <https://www.hospitalityaction.org.uk/advice/>

7 <https://www.rsph.org.uk/about-us/news/one-in-five-hospitality-workers-suffer-from-work-related-severe-mental-health-issues.html>

8 <https://healthyhospo.com/>



By April 2021 we will have:

- Created and launched a campaign to educate Greater Manchester residents as to how best they can continue to support the industry.
- Worked with Greater Manchester mental health charities and organisations to establish a mental health support offer and kindness campaign for employers and employees in Greater Manchester's night time economy sector.

BUSINESS & EMPLOYEE SUPPORT

One of the greatest challenges for the night time economy is the often fluid workforce. Whether working in a night club while at college or university, working a zero hours contract on night shifts at a factory, or casually as a food delivery driver, the night time economy is typified by unstable work, the gig economy, and a lack of in-work progression. This instability in work has been exemplified and its affects felt more than ever before as we moved into a global pandemic. A growing, thriving night time economy needs a business owners and employees that feel supported, have the innovation and resilience to diversify and survive, and have a committed workforce that see their future career in the night time economy.

In the first few months of lock-down 90 percent of night time economy businesses in Greater Manchester had closed as a result of the Covid-19 pandemic, with only seven percent staying open to offer reduced services such as takeaways. The closing of these venues has had the greatest impact on those that they employed with three quarters of businesses surveyed having furloughed staff, while two thirds responding that they expected to make redundancies over the next 12 months, including 80 per cent of restaurants in Greater Manchester⁹. To lessen the impact of COVID-19 on employees in the industry, both business support for employers as well as advice for workers is vital as we move forward, and we will provide this across Greater Manchester. At a national level resources have been created to support both employers and employees:

UK Hospitality have partnered with CPL Learning to create the online learning platform that provides access to learning, well-being and personal development resources for furloughed hospitality employees. Users will be able to access a library of knowledge and keep a record of their achievements online. With over 4,000 registered users, from over 2,400 business, the platform is helping hospitality staff further careers. Courses on the platform include; coffee skills, conflict management, personal resilience and more.

The CareTech skills transition programme was launched at the beginning of April 2020, offering hospitality and tourism workers, displaced as a result of Covid-19, the opportunity to gain the critical skills needed to secure employment within the care sector. The programme aimed to meet the increased staffing demand and was piloted for 500 staff, but received an overwhelming response from more than 11,000 willing hospitality workers, with sought after transferable skills. Successful candidates are now undertaking accredited online learning from Skills for Health which will result in them achieving the industry recognised 'Care Certificate' qualification ¹⁰. Although this programme was a success in providing 500 hospitality workers with the transition into new work, 10,500 applicants didn't make it onto the programme. It is clear there is a need for more retraining programmes such as this for staff in Greater Manchester. We will work in collaboration with colleagues in the work and skills sector to support transition programmes and upskilling for individuals working in the night time economy sector in GM.

Other national support programmes include **Caterer.com**; A jobs hub that curates job roles that are likely to match the skills of hospitality workers, so that people who want to continue work during the COVID-19 crisis are able to do so, and similarly, **HospitalityUnite**; A free jobs portal to help hospitality staff displaced as a result of COVID-19 to find temporary employment. The portal connects hospitality staff with businesses in other sectors who are desperately in need of extra staff ¹¹. Although the national support provision for employers and employees is a great start, it is important that in Greater Manchester we continue to offer tailored support to those who will see business closures over the next few months as well as inevitable job losses. We will work with the Growth Company and Marketing Manchester to ensure that we all offer an integrated and targeted support package for the sector.

A huge part of recovery from COVID-19 will be the diversification of venues and a variation in what they offer, in line with our wider ambitions to see a more diverse, more inclusive night time economy.. An example of diversification is the establishment of co-working space within night time economy venues across the city-region. Last year, just 5.1% of adults employed in the UK worked primarily from home, according to the ONS¹². Since the outbreak of Covid-19 however, now half of employed adults are working from home in the UK, with Greater Manchester found to be the city-region with the highest proportion of job listings mentioning flexible working in the UK¹³. The Covid-19 pandemic has enabled businesses to learn that their employees can work remotely, but not everyone wants to work from home, or can be effective there. Many people want to leave the house to work; hospitality venues across our towns, city centres and high streets - many of which sit completely empty during working hours - could offer their space up to flexible workers for a small fee. Through utilising temporarily unused space, by fluidly adding and removing functions such as co-working, venues will maximize on their profit. Despite the phenomenal challenges created by COVID-19 for the night time economy, the location of night time businesses in town centres and high streets, and their physical space, does provide the opportunity for these operators and businesses to utilise their currently redundant space. Sadly, the survival of some of our most-loved night time institutions may depend on this diversification, and we will support them to do this as successfully as possible.

9 <https://aboutmanchester.co.uk/two-thirds-of-businesses-in-greater-manchesters-night-time-economy-looking-to-make-redundancies/>

10 <https://www.skillsforhealth.org.uk/standards/item/216-the-care-certificate>

11 <https://www.ukhospitality.org.uk/page/ukhsupportservices>

12 Everything Is Cancelled Except the Future, How Remote Working Reinvents Retail, Hospitality and Urban Space, Pop-Up City & AndCo, 2020

13 <http://hrnews.co.uk/new-research-reveals-the-best-uk-cities-for-flexible-working/>

CASE STUDY: HIDDEN NIGHTCLUB

At present, legislation has banned dancing to music and forbid any venue within the hospitality sector to trade beyond 10pm. We are left in a situation where it is impossible to trade, options are very slim and guidance suggests we will be faced with this incredibly difficult situation for the next 6 months.

As a live entertainment venue we were forced to diversify, adapt, and think completely outside of the box in order to generate additional streams of revenue. If we were no longer a nightclub then what could we be?

We tried to view the venue as nothing more than a space. A blank canvas. In doing so we decided to take a risk and build creative arts studios, bringing in likeminded individuals utilising the spaces for hire. This has been a success, generating capital whilst restrictions are in place. This is by no means securing our future but at this point, anything helps.

I would advise any other venue of a similar nature to consider their venue as nothing more than a space for now too. It is hard but by putting your usual operation on the back burner for the short term you will be able to focus on doing whatever you can to survive.

Without further support, and being unable to trade, it will be down to pure luck if Hidden sees the light again. Rent and core operational costs do not go away. Keeping staff on is almost impossible now we have not been deemed as 'viable' businesses, as well as stripping us of furlough support.

Ultimately, stay positive, stay focused and fight till the end.

Nickos Arnaoutis, Managing Director, NA Ventures Ltd Hidden Nightclub

CASE STUDY: NATIVE PLACES

At Native Places, our meeting and event space has had to operate on reduced capacity, since the beginning of COVID-19, which has more than halved the amount of delegates we can accommodate.

We set up a 'Work Pass' offer where people pay £12 per day to use our lounge to work from, receiving £10 credit to use on food and beverage, consequently driving footfall into the bar.

We have changed all of our accommodation rates to flexible rates and no longer offer non-refundable rates, to allow people to feel confident making bookings.

We also now sell our apartments as office space, not just typical accommodation. The rooms are very spacious and have large tables in them to work from as well as fully fitted kitchens, ideal for people wanting privacy to work and needing a change from home working.

We've promoted our venue for photoshoots as this was a sector that we saw interest from pre COVID-19, as our building is quite unique. As photoshoots generally only involve a couple of people, we could still generate some 'event' revenue whilst ensuring it didn't go against guidelines.

As an organisation we have been struggling with the peaks and troughs of ever changing demand and with that, ensuring our staffing levels match the demand at the last minute. It has been very hard to forecast the revenue we will generate for the following week, as well as managing rotas with most bookings coming in last minute or cancelling last minute. Because of the struggles to predict the demand for dining we haven't re-opened our restaurant to what it was previously.

For any other similar venue wanting advice I would say be flexible, be ready for change at the last minute, identifying opportunities outside of the box and work with other local businesses to show support and create a community.

Jay Abbott, Director of Sales, Native Places



By April 2021 we will have:

- Set up and launched a Night Time Economy Office; a signposting service in which night time economy employers and employees can ask questions and gain answers and direction to any concerns they have in light of COVID-19.
- Undertaken a set of surgery days as part of the night time economy support office to help individuals in the night time economy understand how to use their transferable skills to get back into employment, and also help business owners understand how they can diversify to prevent closure.
- Launched a campaign in Greater Manchester to promote the diversification of bars, restaurants, clubs, pubs and cafes.

REGENERATION & RECOVERY



When restrictions and circumstance change, we must be prepared to look toward recovering from the pandemic. Greater Manchester has a good reputation both within the UK, but also worldwide, when it comes to its culture and night time events offer. The cultural offer spans the city-region from the smaller grassroots venues such as The Bury Met and the Old Courts in Wigan to the larger venues such as the Manchester Arena and the Victoria Warehouse in Trafford. As established in our previous Blueprint, Greater Manchester is nationally and internationally significant, but not world leading, and there is undoubtedly a concentration of night time industries in the urban core area. As we look to recover from the effects of COVID-19 on our industry we want to promote and work towards a thriving night time offer across all of our communities, towns, city centres and high streets, to make culture accessible to all and available to enjoy across the city-region.

CREATIVE IMPROVEMENT DISTRICTS

Greater Manchester Combined Authority (GMCA) have developed the Creative Improvement Districts (CIDs) project as a means of harnessing the socio-economic value of the creative and night time sectors, in the town centres and high streets of the city region, whilst driving visitor numbers and supporting a stronger sense of local identity. The project has the dual intent of growing the night time economy and creative industries' footprint across the city region and increasing prosperity in the towns, particularly for high streets and town centres which are experiencing high vacancy rates and economic uncertainty, exacerbated by the current pandemic. However, such a project is not without its challenges - in ensuring that any prosperity generated is widely felt by the creative and night time "actors" and by the residents of the places the project will serve.

The CIDs Advisory Group was formed in October 2019 to advise on the creation of pilot CIDs in two of the nine outlying GMCA towns - Stockport and Oldham. Cognisant of some of the potential risks of the approach, the GMCA tasked the Advisory Group with providing guidance on how to ensure that these new creative businesses are able to remain in place once the project begins to reap rewards and that the intended benefits of the project is felt by existing businesses and residents in the towns.

A real asset of areas across Greater Manchester (particularly, but not limited to, towns) is the current affordability of space; making it prime space for creatives and venues to relocate and create grass-roots regeneration with local creatives, musicians, restaurant owners, bar owners and music venues at the heart of redevelopment. There has also been real issues in some parts of Greater Manchester with the attraction and retention of larger businesses. Large amounts of money is spent by the Local Authorities doing this, and even when successful, the boroughs are still vulnerable to businesses choosing to relocate once incentives have run out or as economic conditions change. This is much less of an issue with the creative and leisure sectors, particularly if given the chance to embed in the local community and place over a sustained period of time. Local Authorities in Greater Manchester own large amounts of town and city centre estate which (in certain areas) is under occupied and could be utilised by local creatives and night time businesses, changing the mix of high streets but also revitalising urban centres. Another vital element of revitalising high streets is consumer confidence. Initiatives like Purple Flag are essential to the marketing, management and promotion of a safe, vibrant and inclusive night time economy. As there is a move to 'mixed model' high streets, with residential, retail, night time economy and creative spaces all existing side-by-side, it is essential to understand what the public sector can do to support these sectors.



By April 2021, subject to restrictions and the sector's survival, we will have:

- Worked with the Centre for Local Economic Strategies (CLES) to publish a report on the socio-economic value of Creative Improvement Districts, and the night time economy and creative sectors, to the local economy.
- Delivered two large scale CID events, in conjunction with Local Authorities, subject to safety and COVID-19 measures.
- Engaged further with the night time and creative communities about the successes and challenges of the project and understood how CIDs can be further developed to deliver for residents, individuals and businesses in the pilot areas.
- Continue our ongoing support across Greater Manchester to achieve Purple Flag status for our town town centres and high streets.

CONCLUSION

This blueprint sets out how the night time economy industry in Greater Manchester will be supported to recover from the impact of COVID-19. Through recovering and learning from the experiences of the past few months we will move forward stronger than before and achieve our aim to make Greater Manchester one of the best places in the world to go out, stay out, work and run a business between the hours of 6pm and 6am.

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GREATER MANCHESTER **NIGHT** TIME ECONOMY BLUEPRINT



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