

Date: 26 July 2019

Subject: GM Night Time Economy Blueprint

Report of: Andy Burnham, Mayor of Greater Manchester and Alison McKenzie-Folan,  
Portfolio Lead Chief Executive for Culture

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## **PURPOSE OF REPORT**

This report outlines the draft GM Night Time Economy Blueprint, developed by the Greater Manchester Night Time Economy Adviser, Sacha Lord, and the draft Night Time Transport Survey, co-developed with TfGM, and a priority under the connectivity section of the Blueprint.

This report seeks to inform Leaders of the activity outlined in the Blueprint.

The Blueprint outlines the focus of the night time economy adviser, and night time economy panel's work for the next twelve months, across five priorities: safety; connectivity; diversity; skills, careers and wellbeing; and regeneration and international reputation.

This report includes the Blueprint document and the draft Night Time Transport Survey.

## **RECOMMENDATIONS:**

The GMCA is requested :

1. Agree the content of the Night Time Economy Blueprint.
2. To note the content of the Night Time Transport Survey

## **CONTACT OFFICERS:**

**GARETH WILLIAMS, GMCA**

## **JENNIFER HOLDEN, TFGM**

### **1. BACKGROUND**

- 1.1 In June 2017, the Mayor of Greater Manchester appointed Sacha Lord as the Greater Manchester Night Time Economy Adviser.
- 1.2 The Night Time Economy adviser is supported by a Night Time Economy Panel, consisting of night time economy operators, Local Authority representatives, VCSE sector representatives and GM-wide organisations such as TfGM and GMCA.
- 1.3 The night time economy is a major part of Greater Manchester's economy, with 414,000 people working in jobs or businesses that are significantly active at night, accounting for around 33% of the Greater Mancunian workforce, and with a growth rate 45% faster than the rest of the Greater Manchester economy since 2001. In addition, it is estimated that over 150,000 people visit the city centre alone each weekend to enjoy the nightlife.
- 1.4 Sacha has met with Leaders, Chief Executives and Senior officers from across Greater Manchester to explain his role, and understand the night time economy in each district, and how his role may add value.
- 1.5 In addition, to meeting with Local Authorities, Sacha has held a series of consultation events with businesses operating in the night time economy, and night time economy workers.
- 1.6 The Night Time Economy work is already closely aligned to a number of policy areas including culture, creative and digital and the Town Centre Challenge.

### **2. NIGHT TIME ECONOMY BLUEPRINT**

- 2.1 Sacha Lord has developed this Blueprint since January 2019, based on feedback and conversations he has had since his appointment (Appendix A). The Blueprint outlines the focus of the night time economy adviser, and night time economy panel's work for the next twelve months.
- 2.2 The Blueprint is divided in to five key priorities: safety; connectivity; diversity; skills, careers and wellbeing; and regeneration and international reputation.
- 2.3 There are key actions for each of the five priority areas within the Blueprint.
- 2.4 It is recognised that there are already well established arrangements for managing the night time economy in Manchester City Centre, where different solutions are needed compared with other parts of the conurbation. The Blueprint is not intended to alter or influence those arrangements. Instead the Blueprint offers the most value to the districts beyond the traditional urban core, where the night time economy might not be as developed or diverse.

- 2.5 The night time economy work will focus strongly on strengthening and developing thriving night time economies in the region's town centres; where partnership working is already underway in some boroughs, including Purple Flag applications, and a night time economy taskforce.

### **3. NIGHT TIME TRANSPORT SURVEY**

- 3.1 As identified in the Blueprint, and following engagement with the stakeholders listed above, the NTE Adviser has commissioned a listening exercise to engage with the Greater Manchester public in exploring this area. TfGM and GMCA officers are working collaboratively on this piece of work.
- 3.2 Much of the current data around how people are travelling at night time across the city region is anecdotal, therefore the purpose of the survey is to create an evidence base of current travel behaviours and barriers, to explore how people currently move around at night, the purpose of their journey, and where they are travelling between.
- 3.3 The survey is designed as an information gathering exercise, and there is no formal commitment for any immediate interventions as a result of this survey. Conveying the objective of the survey to the public will be important to avoid raising expectations that major transport interventions will follow.
- 3.4 The data collected as a result of the survey will be vital in understanding patterns of movement across the conurbation, both in and around towns, as well as to and from the urban core. The survey will cover all aspects of transport, including trains, buses, private hire, taxis, private vehicles and the Metrolink; but the data gathered will also be essential in supporting both the bus reform, and walking and cycling agendas.
- 3.5 In developing the survey, a workshop was held in December last year to consider the scope and develop the broad research areas for inclusion. The workshop was attended by the NTE Adviser, GMCA, and TfGM.
- 3.6 The NTE Adviser is clear that the survey focuses not just on the entertainment sector, but also on the breadth of employees working during night time hours, including NHS staff, and those working in logistics. In terms of geography, the survey will explore travel patterns and barriers across Greater Manchester – not just to and from the regional centre.
- 3.7 Following the workshop, TfGM officers have continued to work closely with the GMCA to develop a draft survey (Appendix B).
- 3.8 The Survey has been jointly developed and subsequently designed by TfGM. Evaluation of the survey will be conducted by the Greater Manchester Combined Authority Research Team.

- 3.9 The survey will be promoted through various channels, including social media, and the communications will be led by the GMCA Communications team.
- 3.10 In addition to the online survey, consideration is being given to engaging with employers in a focus group to drill down into some of the wider issues, such as whether transport impacts upon staff retention and effects on the local economy. The NTE Adviser has access to a network of business owners who could be targeted for this engagement.

#### **4. RECOMMENDATIONS**

- 4.1 The recommendations can be found at the front of this report.



## APPENDIX B: NIGHT TIME TRANSPORT SURVEY

'Night time' for the purposes of the survey is to be defined as 6pm-6am. This is consistent with other surveys conducted by GMCA and TfGM.

**Q1 For what purpose do you travel at night?**

*Code all that apply*

1. Work
2. Leisure
3. Both
4. I don't & Q travel at night

### Traveling at night for work [If code 1 @ Q2]

**Q2 How frequently do you travel at night for work?**

*Code one only*

1. 5-7 times a week
2. 1-4 times a week
3. Fortnightly
4. Monthly
5. Less frequently
- 6.

**Q3 What industry do you work in?**

*Code one only*

1. Culture and leisure
2. Emergency services (police and fire)
3. Health
4. Logistics/distribution
5. Maintenance
6. Manufacturing
7. Retail/hospitality
8. Security
9. Sport
10. Tourism
11. Transport
12. Other (please specify in the box below)

**Q4 Where do you normally travel from and to work?**

Please provide a postcode for your place of work and where you travel from to get to work (eg home or other location) (UK Postcodes only). This will be used for analysis purposes and to understand which areas in Greater Manchester people travel from and to. Be assured that this will not be used to identify or contact you. These details will never be shared beyond the remit of this research.

From: \_\_\_\_\_ (postcode)

To: \_\_\_\_\_ (postcode)

**Q5 What time do you normally travel to, and return from, work at night?**

Code one for each

	To work:	From work:
12:00-13:00	1	1
13:00-14:00	2	2
14:00-15:00	3	3
15:00-16:00	4	4
16:00-17:00	5	5
17:00-18:00	6	6
18:00-19:00	7	7
19:00-20:00	8	8
20:00-21:00	9	9
21:00-22:00	10	10
22:00-23:00	11	11
23:00-00:00	12	12
00:00-01:00	13	13
01:00-02:00	14	14
02:00-03:00	15	15
03:00-04:00	16	16
04:00-05:00	17	17
05:00-06:00	18	18

**Q6 Which modes of transport do you use the most for travelling to work?**

*Code all that apply*

1. Bus
2. Cycle
3. Walk
4. Taxi (Black cab)
5. Private hire vehicle
6. Uber
7. Motorcycle
8. Private car
9. Scooter
10. Train
11. Tram
12. Local Link
13. Other (please specify)

**Q7 Why do you use these modes to travel to work?**

\_\_\_\_\_ (open text box)

**Q8 Which modes of transport do you use the most for travelling from work?**

*Code all that apply*

1. Bus
2. Cycle
3. Walk

4. Taxi (Black cab)
5. Private hire vehicle
6. Uber
7. Motorcycle
8. Private car
9. Scooter
10. Train
11. Tram
12. Local Link
13. Other (please specify)

**Q9 Why do you use these modes to travel from work?**

\_\_\_\_\_ (open text box)

**Q10 Which modes do you not currently use to travel to and from work, but are available to you?**

*Code all that apply*

1. Bus
2. Cycle
3. Walk
4. Taxi (Black cab)
5. Private hire vehicle
6. Uber
7. Motorcycle
8. Private car
9. Scooter
10. Train
11. Tram
12. Local Link
13. Other (please specify)

**Q11 Why do you not use these modes to travel to and from work?**

\_\_\_\_\_ (open text box)

**Q12 Do you currently feel restricted when travelling at night for work?**

*Code one only*

1. Yes
2. No

**If yes – code 1 @Q13**

**Q13 If yes, why do you feel restricted when travelling at night for work?**

*Code all that apply*

1. Frequency of service
2. Lack of service
3. Lack of cycling/walking infrastructure
4. Safety



5. Cost
6. Other (please specify)

**Q14 Overall, how satisfied are you with your transport options when travelling at night for work?**

*Code one only*

1. Very dissatisfied
2. Dissatisfied
3. Neither satisfied nor dissatisfied
4. Satisfied
5. Very satisfied

**Q15 What improvements in night time transport would you like to see?**

\_\_\_\_\_ (open text box)

### **Travelling at night for leisure [If code 2 @Q2]**

**Q16 How frequently do you travel at night for leisure activities?**

*Code one only*

1. 5-7 times per week
2. 3-4 times per week
3. 1-2 times per week
4. Fortnightly
5. Monthly
6. Less frequently

**Q17 For what purpose do you most frequently travel at night for leisure?**

*Code all that apply*

1. Bar/pub
2. Restaurant
3. Cinema
4. Live music
5. Visiting family and friends
6. Theatre
7. Watching sport
8. Gym/playing sport

**Q18 Where do you most frequently travel from and to, when travelling at night for leisure activities?**

**Please provide a location for your most frequently visited leisure destination and where you travel from to get to there (eg home or other location) (UK Postcodes only). This will be used for analysis purposes and to understand which areas in Greater Manchester people travel from and to. Be assured that this will not be used to identify or contact you. These details will never be shared beyond the remit of this research.**

From: \_\_\_\_\_ (postcode)

To: \_\_\_\_\_ (drop down boxes for each of the ten districts in GM, then further drop down box for the main townships in that district)

**Q19 When travelling to and from the leisure activities mentioned above, when is the most frequent time you travel?**

*Code one for each*

	<b>To leisure:</b>	<b>From leisure:</b>
12:00-13:00	1	1
13:00-14:00	2	2
14:00-15:00	3	3
15:00-16:00	4	4
16:00-17:00	5	5
17:00-18:00	6	6
18:00-19:00	7	7
19:00-20:00	8	8
20:00-21:00	9	9
21:00-22:00	10	10
22:00-23:00	11	11
23:00-00:00	12	12
00:00-01:00	13	13
01:00-02:00	14	14
02:00-03:00	15	15
03:00-04:00	16	16
04:00-05:00	17	17
05:00-06:00	18	18

**Q20 Which modes of transport do you use the most for travelling to leisure activities at night?**

*Code all that apply*

1. Bus
2. Cycle
3. Walk
4. Taxi (Black cab)
5. Private hire vehicle
6. Uber
7. Motorcycle
8. Private car
9. Scooter
10. Train
11. Tram
12. Local Link
13. Other (please specify)

**Q21. Why do you use these modes to travel to leisure activities?**

\_\_\_\_\_ (open text box)

**Q22. Which modes of transport do you use the most for travelling from leisure activities?**

*Code all that apply*

1. Bus
2. Cycle
3. Walk
4. Taxi (Black cab)
5. Private hire vehicle
6. Uber
7. Motorcycle
8. Private car
9. Scooter
10. Train
11. Tram
12. Local Link
13. Other (please specify)

**Q23. Why do you use these modes to travel from leisure activities?**

\_\_\_\_\_ (open text box)

**Q24. Which modes do you not currently use to travel to and from leisure activities, but are available to you?**

*Code all that apply*

1. Bus
2. Cycle
3. Walk
4. Taxi (Black cab)
5. Private hire vehicle
6. Uber
7. Motorcycle
8. Private car
9. Scooter
10. Train
11. Tram
12. Local Link
13. Other (please specify)

**Q25. Do you currently feel restricted when travelling at night for leisure activities?**

*Code one only*

1. Yes
2. No

**If yes – code 1 @ Q27**

**Q26. If yes, why do you feel restricted when travelling at night for leisure activities?**

*Code all that apply*

1. Frequency of service
2. Lack of service
3. Lack of cycling/walking infrastructure
4. Safety
5. Cost
6. Other (please specify)

**Q27. Overall, how satisfied are you with your transport options when travelling at night for leisure activities?**

*Code one only*

1. Very dissatisfied
2. Dissatisfied
3. Neither satisfied nor dissatisfied
4. Satisfied
5. Very satisfied

**Q28. What improvements in night time transport would you like to see?**

\_\_\_\_\_ (open text box)

#### **Don't currently travel at night [code 4 @ Q1]**

**Q29 Why do you not currently travel at night?**

1. No need to travel at night **(Go to Q33)**
2. Lack of service
3. Lack of cycling/walking infrastructure
4. Frequency of service
5. Safety
6. Cost
7. Other (please specify)

**Q30. Is there anything that would encourage you to travel at night?**

\_\_\_\_\_ (open textbox)

#### **Demographics**

The Greater Manchester Combined Authority must consider how different people will be affected by our strategies and policies, and we also want to make sure we hear from people from all of Greater Manchester's diverse backgrounds. Therefore the last few questions are about you, to help us ensure we hear from a range of voices, and to help identify any possible discrimination or barriers for particular groups of people. The personal information you give us will remain strictly confidential and we will not use it in a way that could identify you. If there are questions you would prefer not to answer please choose the 'prefer not to say' option.

**Q31. Which local authority area do you live in?**

*Code one only*

1. Bolton

2. Bury
3. Manchester
4. Oldham
5. Rochdale
6. Salford
7. Stockport
8. Tameside
9. Trafford
10. Wigan
11. A Greater Manchester organisation
12. A North West organisation
13. A national organisation
14. Prefer not to say

**Q32. How old are you?**

*Code one only*

1. Under 18
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+
9. Prefer not to say

**Q33. What is your ethnic group?**

*Code one only*

1. Asian or Asian British – Indian
2. Asian or Asian British – Pakistani
3. Asian or Asian British – Bangladeshi
4. Asian or Asian British – Chinese
5. Asian or Asian British - Any other Asian background
6. Black or Black British – Caribbean
7. Black or Black British – African
8. Black or Black British - Any other Black background
9. Mixed - White and Black Caribbean
10. Mixed - White and Black African
11. Mixed - White and Asian
12. Mixed - Any other mixed background
13. White – English/Welsh/Scottish/Northern Irish/British
14. White – Irish
15. White - Gypsy or Irish Traveller
16. White - Eastern European
17. White - Any other White Background
18. Other ethnic group – Arab
19. Other ethnic group – Other
20. Prefer not to say

**Q34. What is your religion?**

*Code one only*

1. Buddhist
2. Christian
3. Hindu
4. Jewish
5. Muslim
6. Sikh
7. Other religion
8. No religion
9. Prefer not to say

**Q35. How do you describe your gender?**

*Code one only*

1. A man
2. A woman
3. Non-binary
4. In another way
5. Prefer not to say

**Q36. Do you identify as trans/transgender?**

*Code one only*

- 1 Yes
- 2 No
- 3 In some ways
- 4 Prefer not to say

**Q37. Which of the following best describes how you think of yourself?**

*Code one only*

1. Bisexual
2. Gay or lesbian
3. Heterosexual or straight
4. Other sexual orientation, please specify
5. Prefer not to say

**Q38. Do you consider yourself to have a disability?**

*Code all that apply*

1. No
2. Yes - learning disability
3. Yes - mental ill health
4. Yes - mobility disability
5. Yes - sensory disability
6. Yes – other disability, please specify:
7. Prefer not to say