



Overview and Scrutiny District Centres Subgroup

Date: Wednesday, 6 March 2019

Time: 5.30 pm

Venue: Council Antechamber - Level 2, Town Hall Extension

This is a **supplementary agenda** containing additional information about the business of the meeting that was not available when the agenda was published

Access to the Council Antechamber

Public access to the Council Antechamber is on Level 2 of the Town Hall Extension, using the lift or stairs in the lobby of the Mount Street entrance to the Extension. That lobby can also be reached from the St. Peter's Square entrance and from Library Walk. **There is no public access from the Lloyd Street entrances of the Extension.**

Membership of the Overview and Scrutiny District Centres Subgroup

Councillors - Shilton Godwin (Chair), Connolly, Hughes, Kirkpatrick and Madeleine Monaghan

Supplementary Agenda

- 2a. Harpurhey Presentation 3 - 28
Presentation of the Institute of Place Management

To receive a presentation on the Harpurhey Place Management Pilot.

Further Information

For help, advice and information about this meeting please contact the Committee Officer:

Rachel McKeon
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Email: rachel.mckeon@manchester.gov.uk

This supplementary agenda was issued on **Wednesday 6 March 2019** by the Governance and Scrutiny Support Unit, Manchester City Council, Level 3, Town Hall Extension, Manchester M60 2LA

Vital and Viable Neighbourhoods Harpurhey summary

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Item 2a

Vital and Viable Neighbourhoods Footfall

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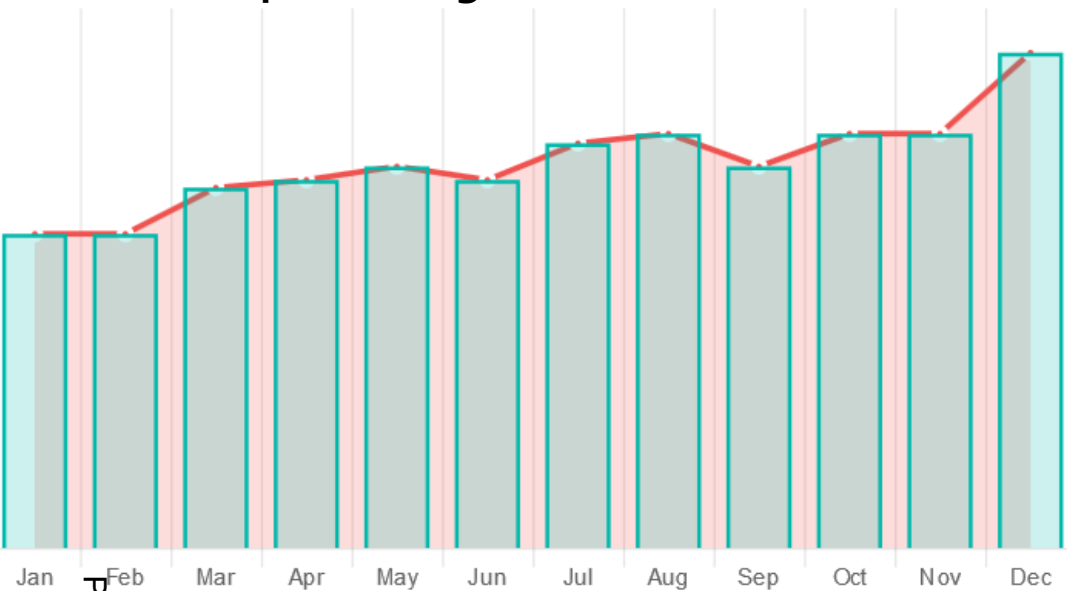


Item 2a

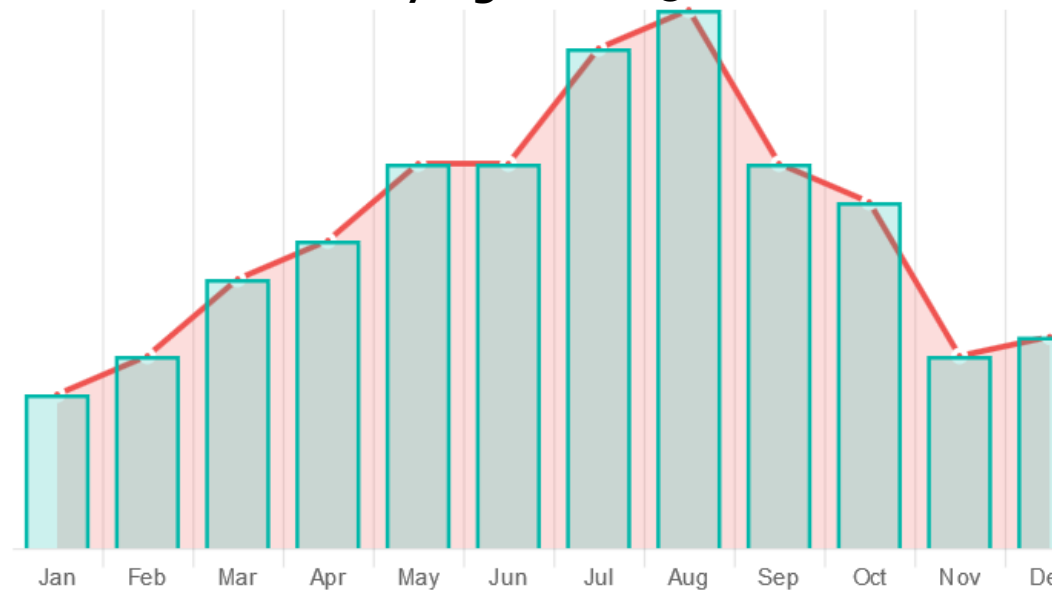
Annual profile



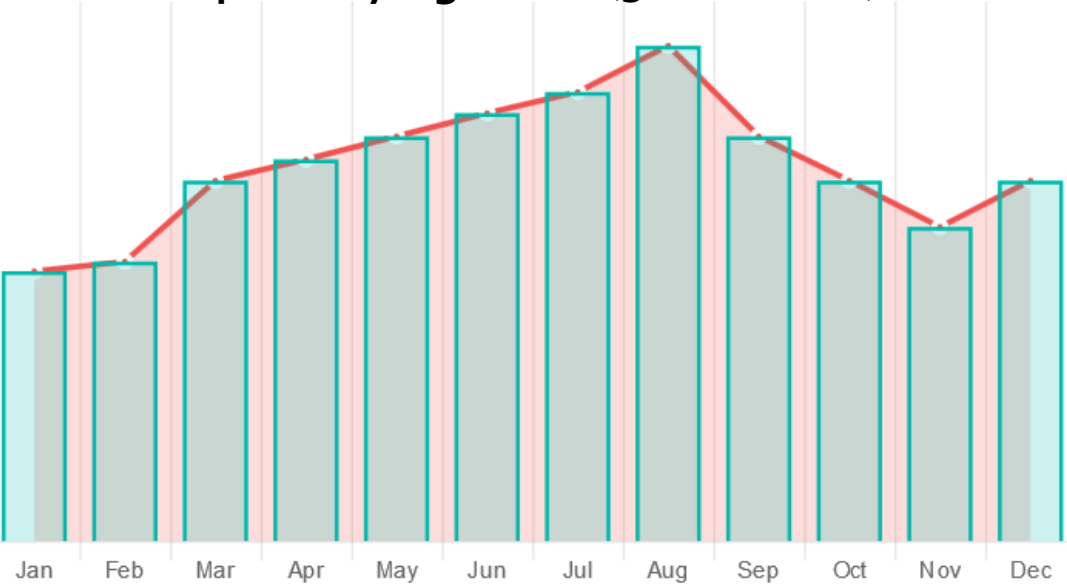
Comparison signature (20% in 2018)



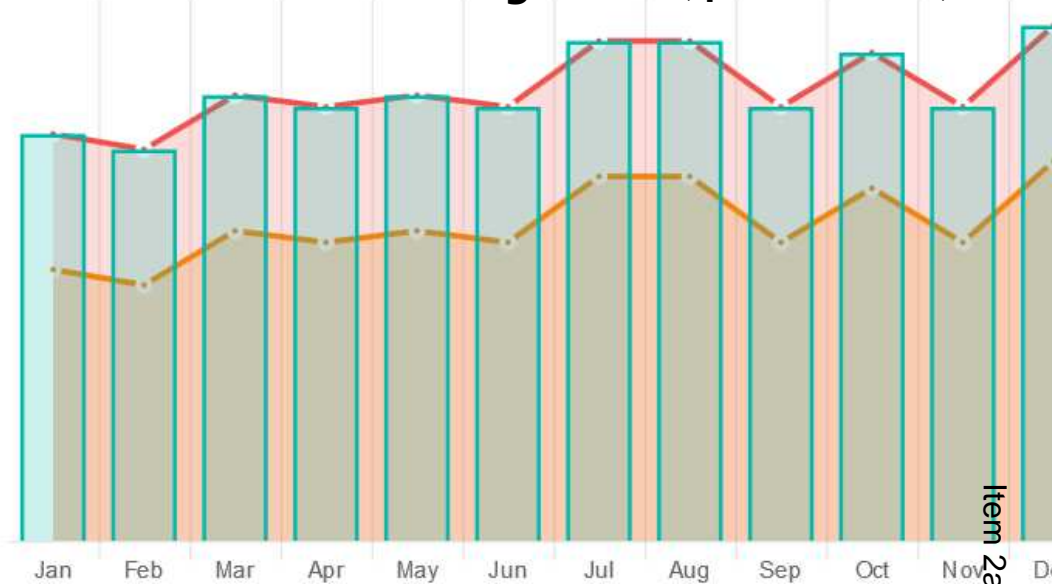
Holiday signature (9% in 2018)



Speciality signature (31% in 2018)



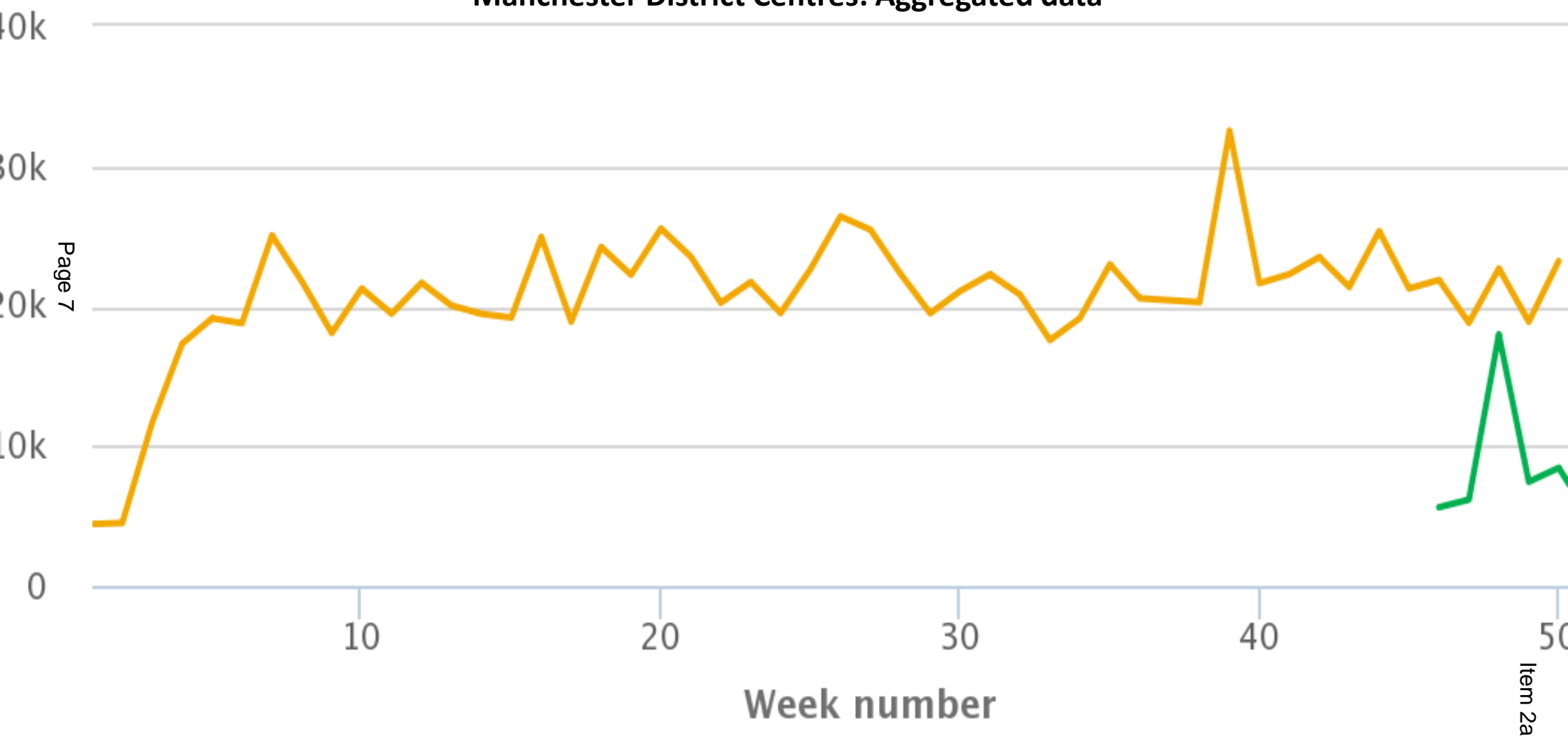
Multifunctional signature (40% in 2018)



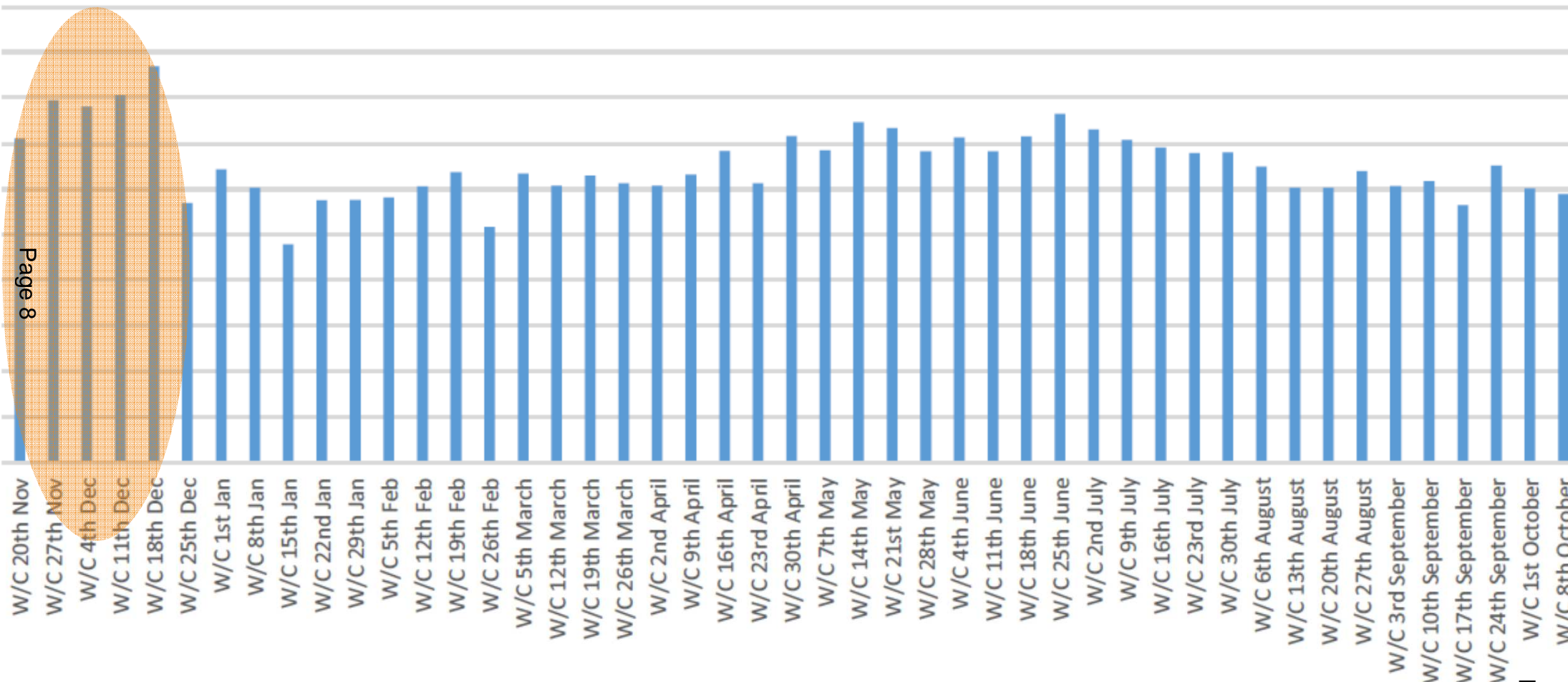
Annual Performance

— 2017 — 2018

Manchester District Centres: Aggregated data



Harpurhey total weekly footfall 20th November 2017 - 28th October 2018



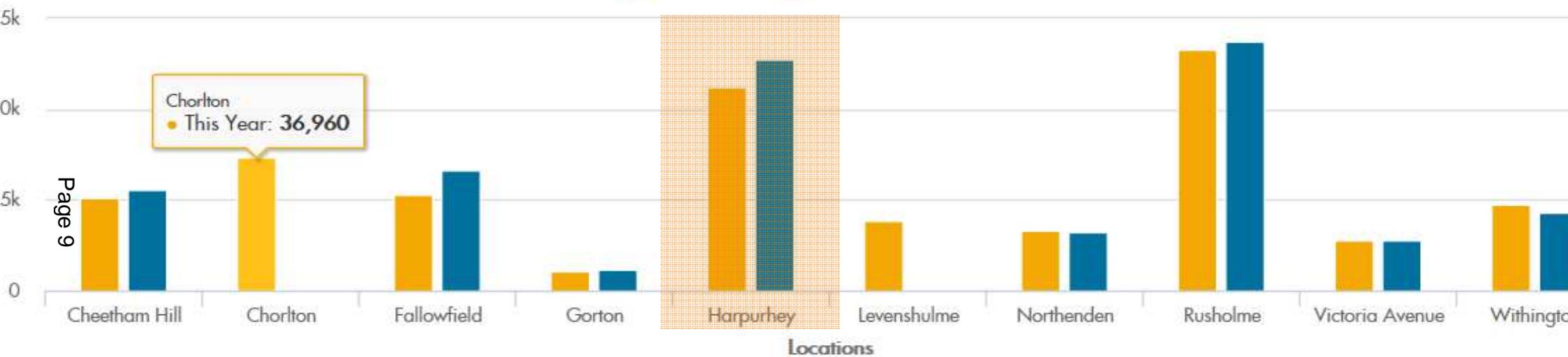
Site: Manchester City Council

Date: 2019 - Week 8

Get Data

Location Comparison (Week 8 : Mon 18 Feb 2019 - Sun 24 Feb 2019)

This Year Previous Year



Hour range: 0 23 00:00 - 23:59 (24 hour/s)

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Count type: In Out Both

- Select All
- Deselect All
- Cheetham Hill
- Chorlton
- Fallowfield
- Gorton
- Harpurhey
- Levenshulme
- Northenden
- Rusholme
- Victoria Avenue
- Withington

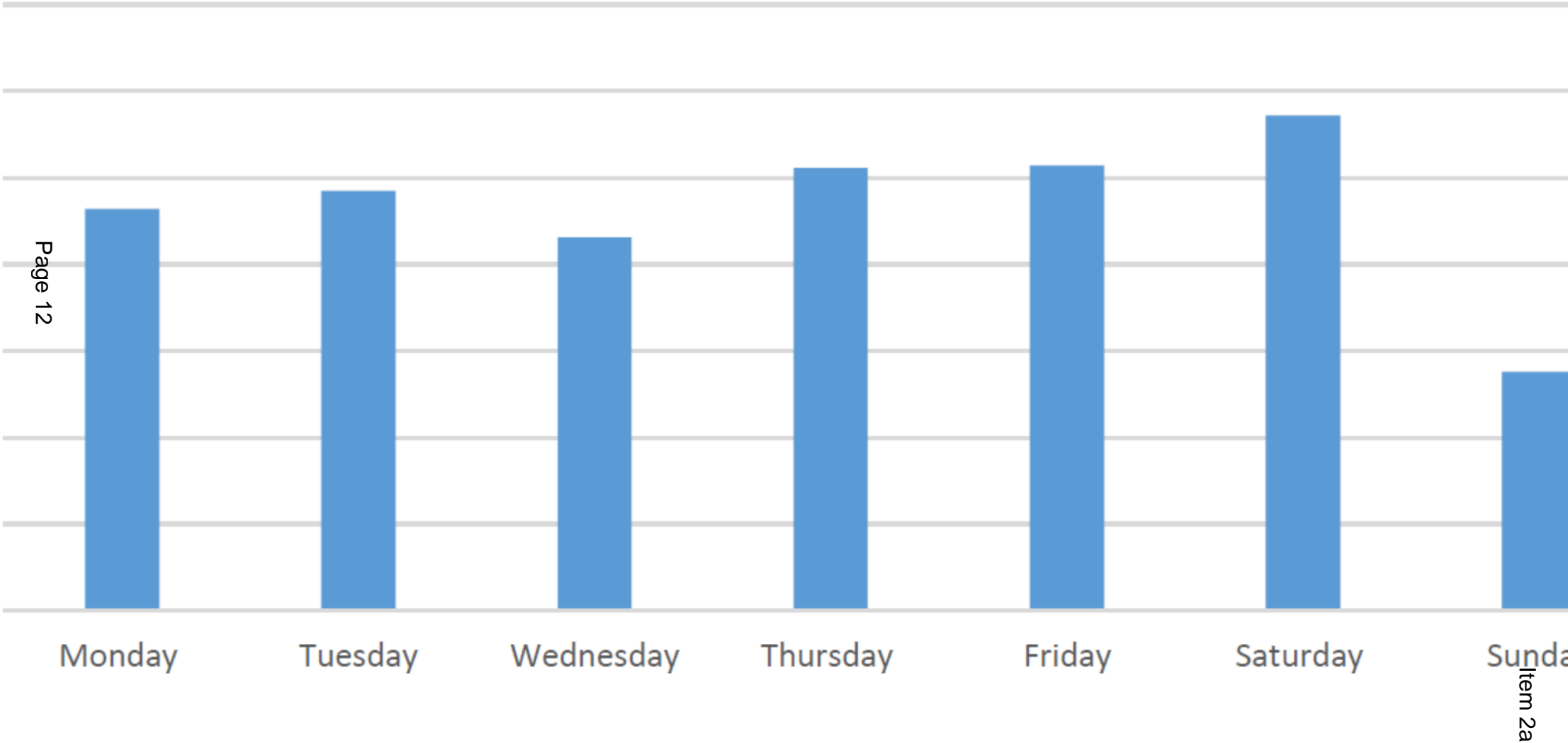
Average: 65k movements a week



Weekly profile



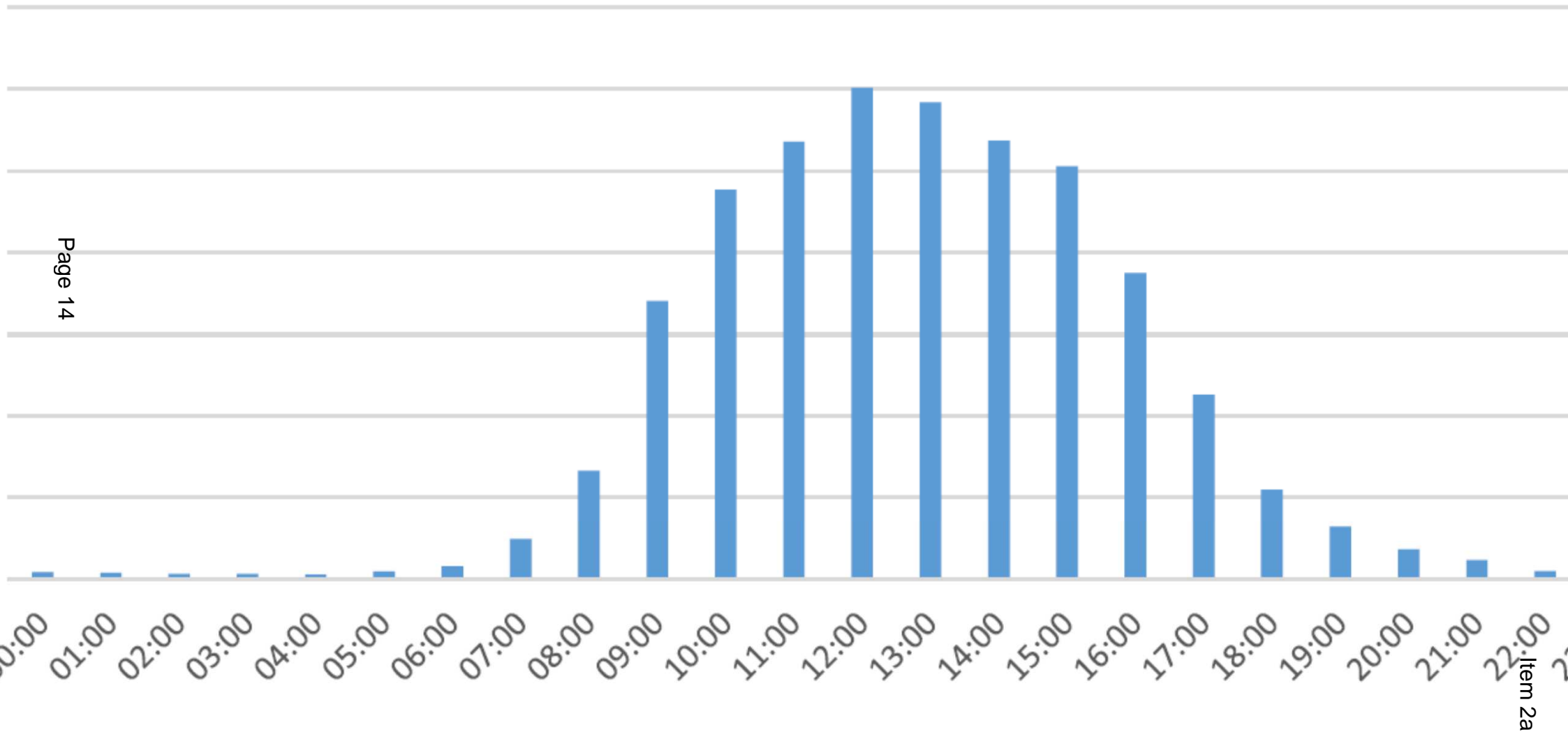
Harpurhey average daily footfall - November 20th 2017 - October 28th 2018



Hourly analysis



Harpurhey average hourly footfall 20th November 2017 - 28th October 2018 (all days)



Recommendations



Core issues

Harpurhey

Functional high performing

Poor image and appearance

Serves the needs of the local catchment

Strong sense of community

Perceptions of safety

Co-location of retail and other services

Essentials and convenience

Weaker on non-essentials e.g. leisure, entertainment

POSITIONING

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REINVENTING

REBRANDING

RESTRUCTURING

Item 2a

realigning a centre's
function based on an
understanding of its
market position

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REINVENTING

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REBRANDING

changing perceptions and
image for a centre

RESTRUCTURING

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realigning a centre's
function based on an
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market position

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using branding and
public relations to
engage more
effectively with a
centre's catchment

changing perceptions and
image for a centre

RESTRUCTURING

Item 2a

realigning a centre's
function based on an
understanding of its
market position

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using branding and
public relations to
engage more
effectively with a
centre's catchment

changing perceptions and
image for a centre

changing the physical
and governance
characteristics of a
centre

Item 2a

Repositioning



Harpurhey

Co-ordination of key local stakeholders

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Reposition Harpurhey – from a basic and functioning centre – “a centre for the community”

Track the effectiveness of interventions against the footfall data (volume, distribution of activity)

Item 2a

Reinventing



Harpurhey

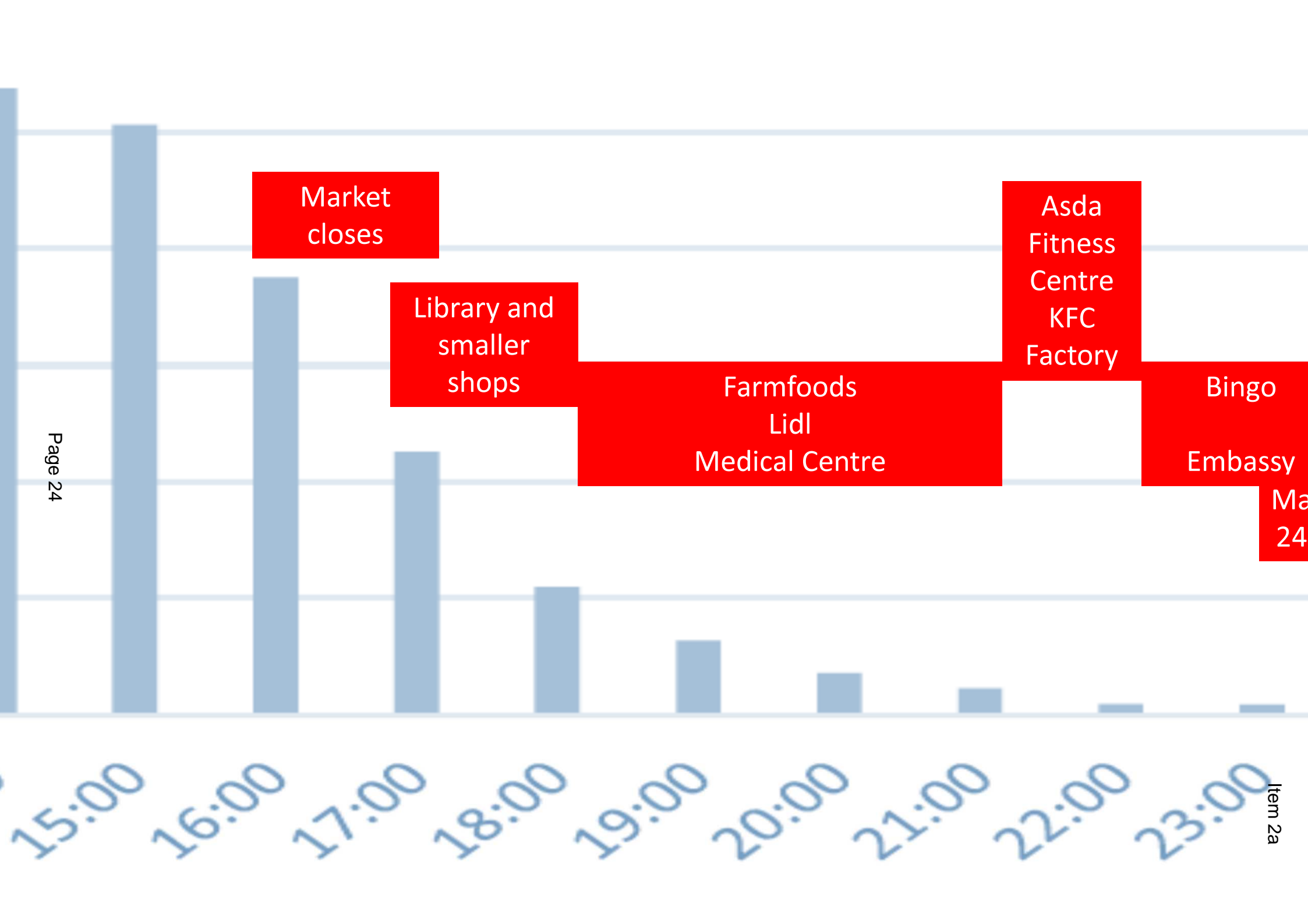
Basic improvements to appearance

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Increasing the prominence of the market: visibility, activity hours

Potential to extend dwell time in the early evening: using footfall data to track interventions

Item 2a



Rebranding



Harpurhey

“Your community centre”

The market as the natural place to begin rebranding Harpurhey

Low cost stakeholder engagement to build and disseminate the brand

PROMOTING THE CENTRE WILL NOT BE EFFECTIVE UNLESS ISSUES REGARDING APPEARANCE AND PERCEPTIONS OF SAFETY ARE ADDRESSED FIRST

Restructuring



Harpurhey

Establish a stakeholder group facilitated by the Neighbourhood Team

Joined up and collective approach to centre management

Share footfall data and analysis

Achievable local event to consolidate this group e.g. In Bloom

Longer term: increase the prominence of the market

Concluding points: wider policy implications

Build local collaboration and their capacity to effect change

Establish new local collaborations facilitated/co-ordinated by Neighbourhood Teams

Establish sub-groups to take responsibility for specific themes/interventions

Share data

Build on existing strengths: functional, the market

Improve appearance, perceptions of safety, branding, build community ownership or collective responsibility for the centre

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