

# Vital and Viable Neighbourhoods Harpurhey summary



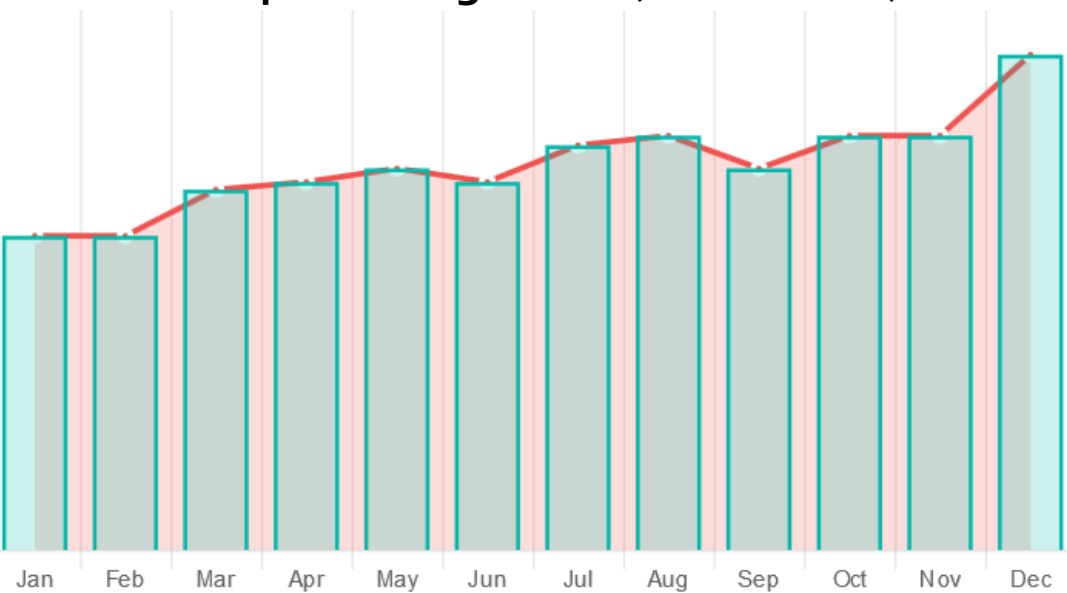
# Vital and Viable Neighbourhoods Footfall



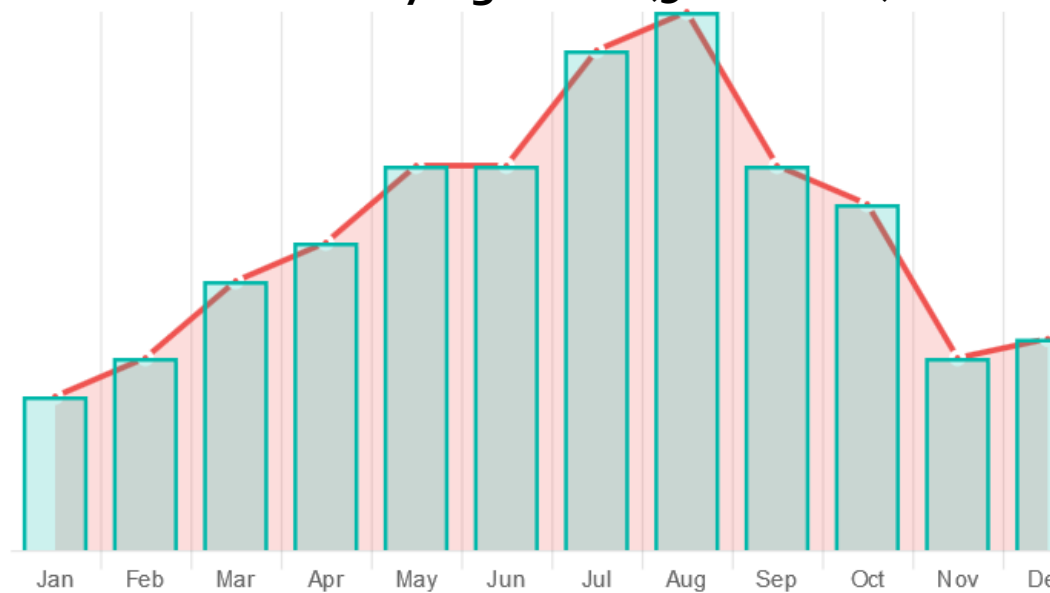
# Annual profile



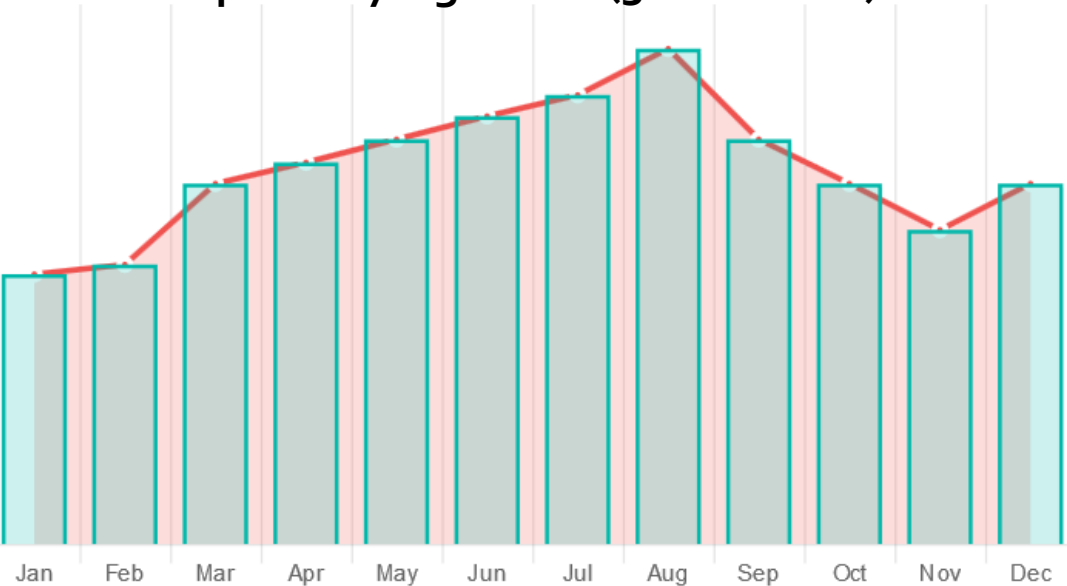
**Comparison signature (20% in 2018)**



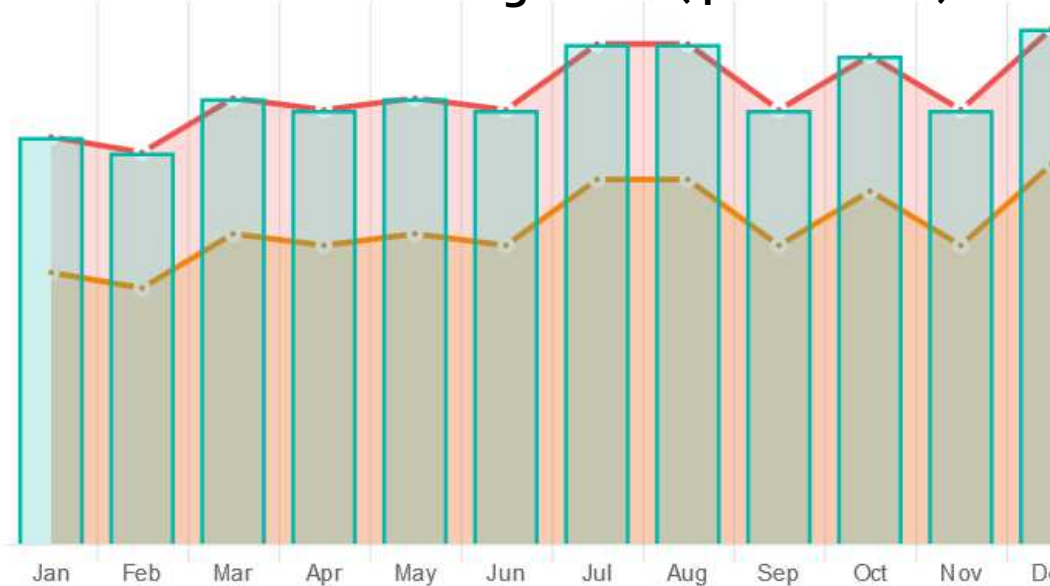
**Holiday signature (9% in 2018)**



**Speciality signature (31% in 2018)**



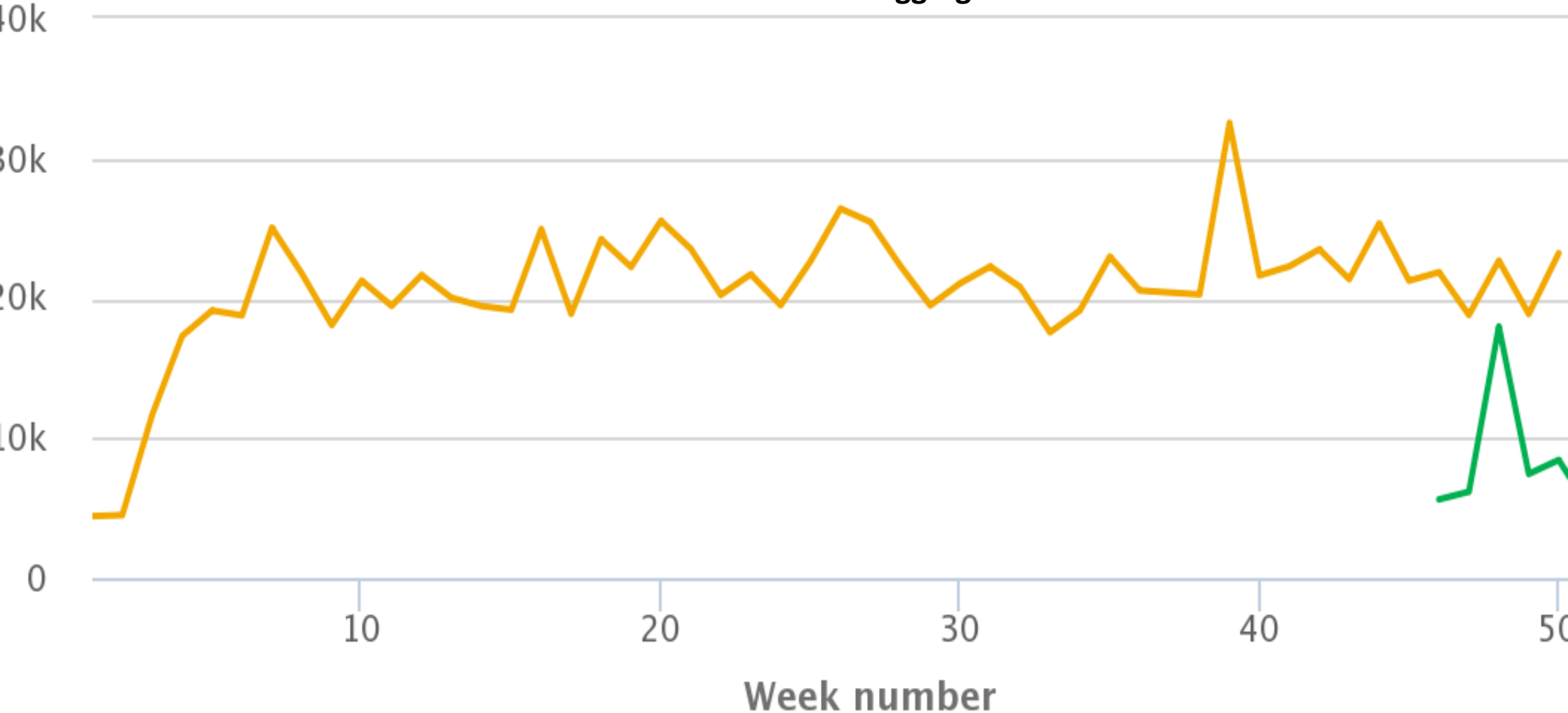
**Multifunctional signature (40% in 2018)**



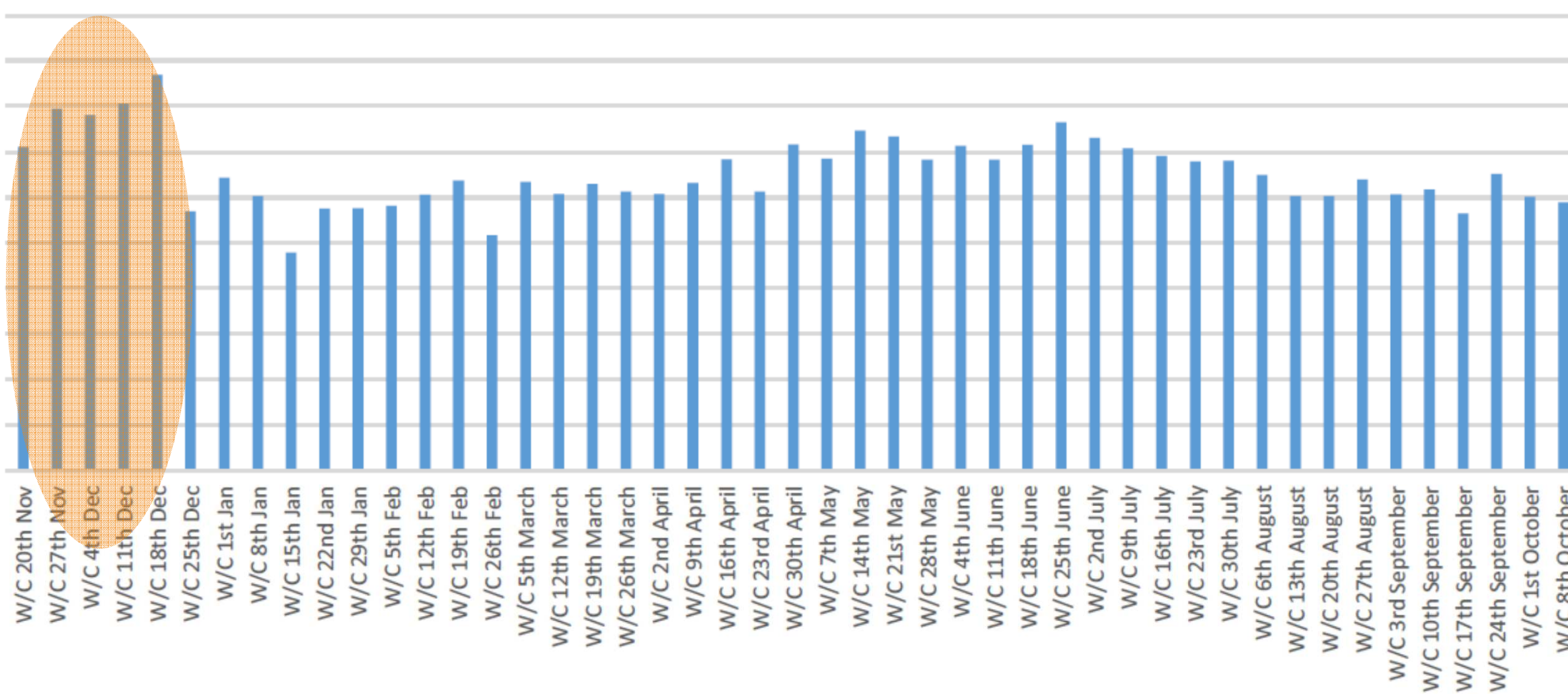
# Annual Performance

— 2017 — 2018

Manchester District Centres: Aggregated data



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



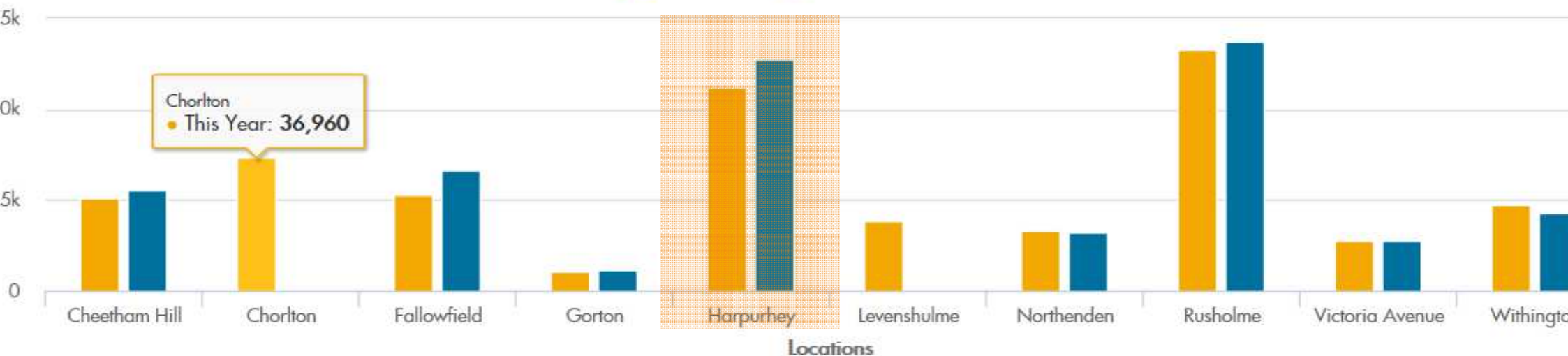
Site: Manchester City Council

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

- Locations:

Average: 65k movements a week

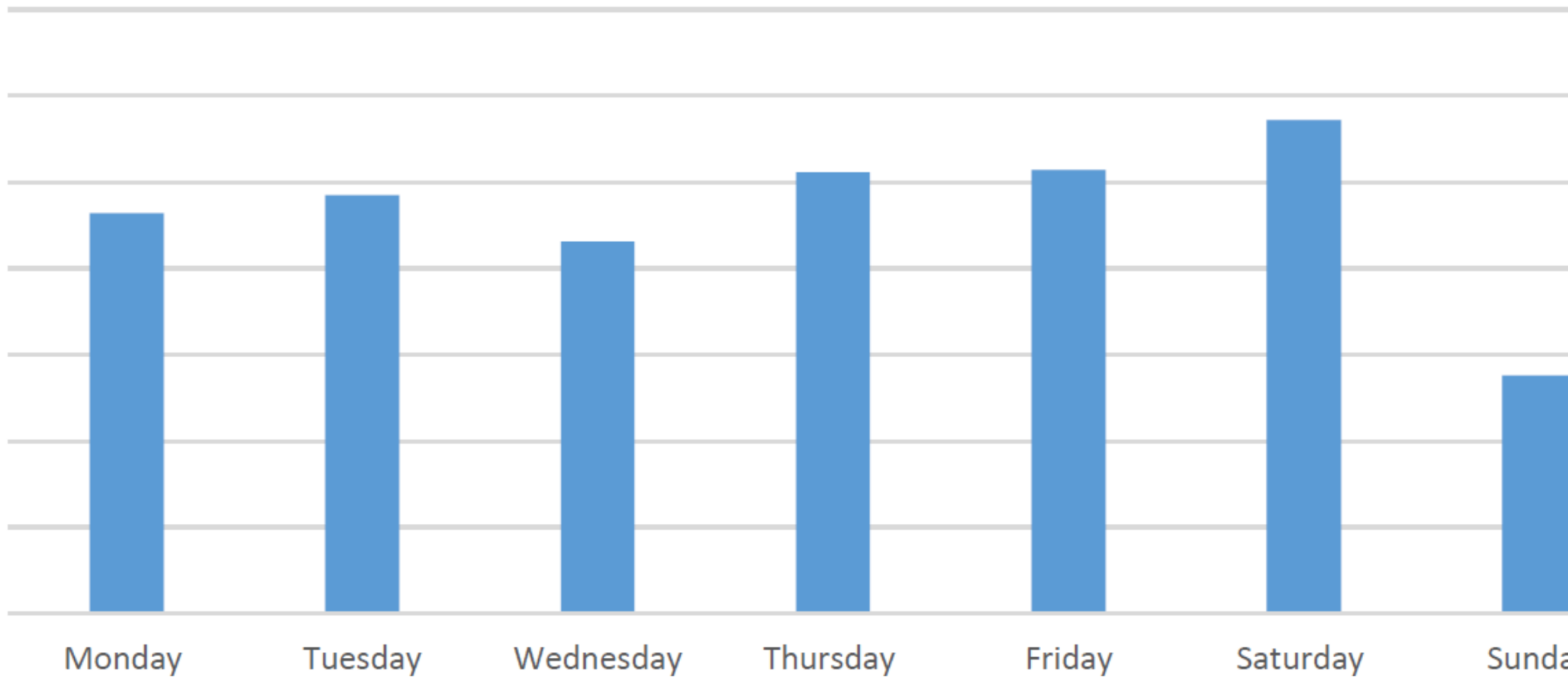




# Weekly profile



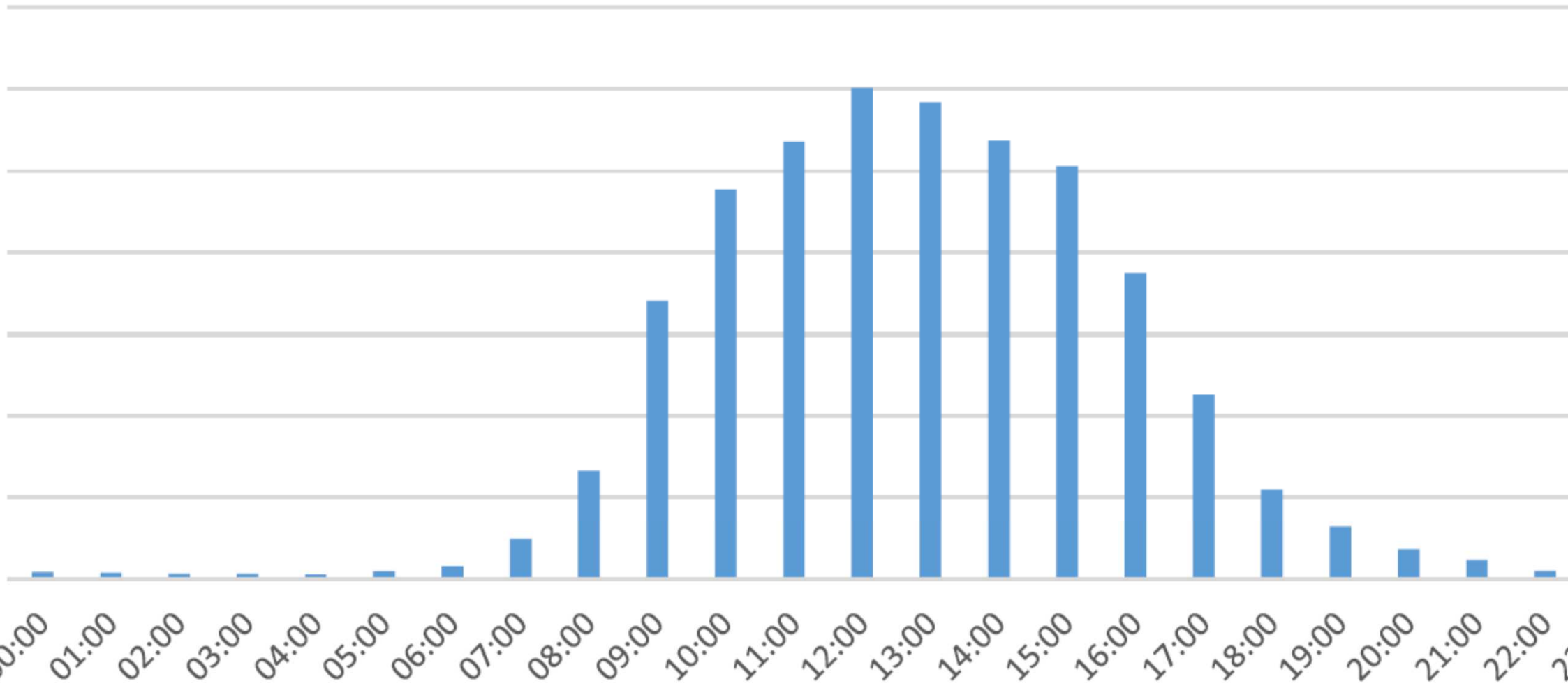
# Harpurhey average daily footfall - November 20th 2017 - October 28th 2018



# 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

**REPOSITIONING**

**REINVENTING**

**REBRANDING**

**RESTRUCTURING**

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function based on an  
understanding of its  
market position

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**changing perceptions and  
image for a centre**

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

**changing the physical  
and governance  
characteristics of a  
centre**

# Repositioning



## Harpurhey

Co-ordination of key local stakeholders

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)

# Reinventing

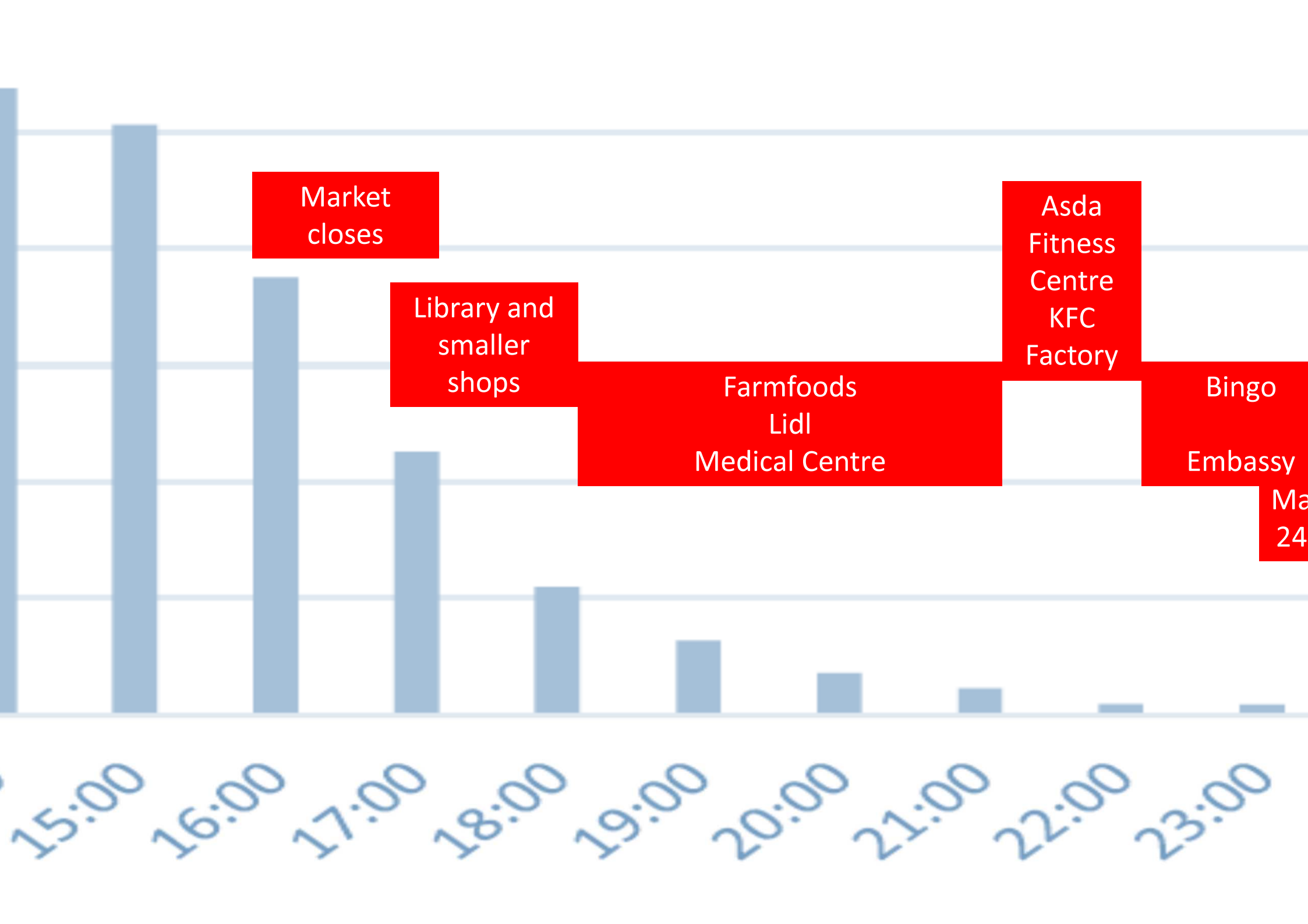


## Harpurhey

Basic improvements to appearance

Increasing the prominence of the market: visibility, activity hours

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



# 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