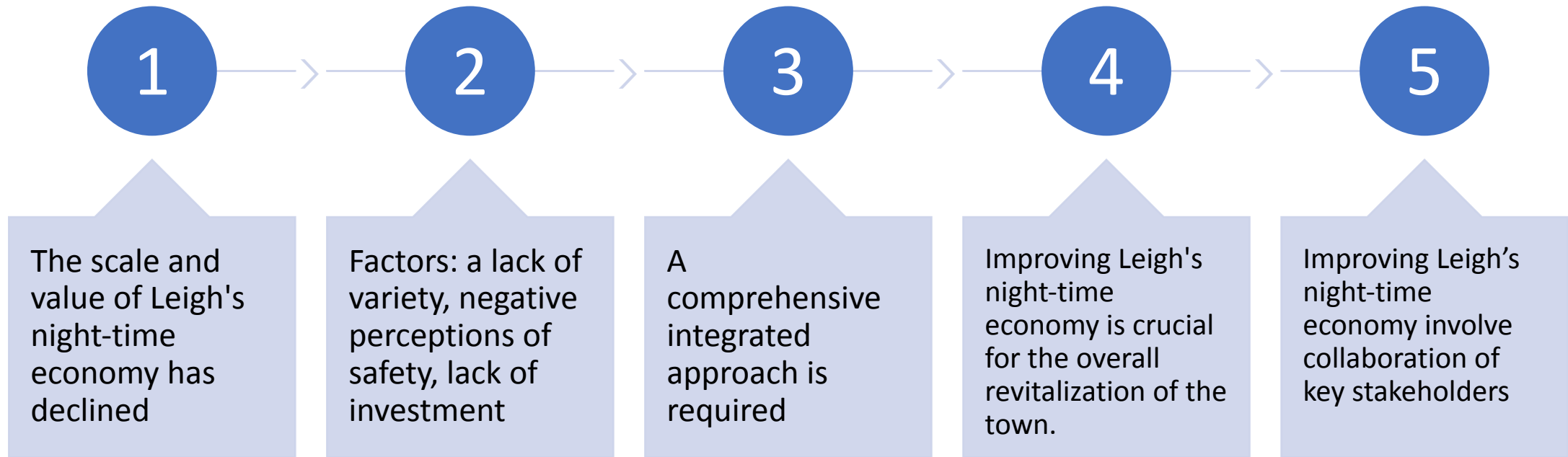


Oluwaseun
Aderoju
with additional
commentary by
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Leigh The Night-Time Economy

Summary



Priority Actions

Engaging with all stakeholders to create a shared vision for the future of Leigh's night-time economy.

Encouraging, planning, and developing a diverse range of permanent evening activities and regular events to attract visitors and increase footfall

Improving the town's infrastructure, including lighting, signage, and amenity of existing public spaces

Visibly addressing safety concerns to create a welcoming environment that is also secure for visitors

Based on evidence of previous actions, to encourage wider inward investment in the town centre to provide a range of food, drink, and entertainment options

Key Stakeholders

An integrated approach to re-invigorating Leigh's night-time economy requires recognition of the key stakeholders (and an identification of what benefits this change might bring to them).

- Local authorities (Town council, Borough council as well as the local MP)
- Businesses and venue owners (including the owners of prospective venues and the prospective owners of Leigh-based properties)
- Community groups and residents
- Law enforcement
- Transportation providers
- Marketing and promotion agencies
- Cultural and entertainment organisations



Key Recommendation: Diversify Offering

Immersive experiences: Virtual reality games, interactive art installations

Night-time pop-up food markets: Food markets that are open late into the night

Night-time cultural events: Music concerts or film screenings in unusual or unused locations.

Outdoor and open-air venues: Outdoor venues, such as street concerts or open-air cinemas

Night-time tours: Offer guided tours of the town that mixes visits to popular bars and outlets

Night-time pop-up sports events: drawing on Leigh's sporting

Art Installations and Murals: eye-catching public art installations or murals

Mobile Apps and Gaming: scavenger hunts or location-based challenges

Interactive Light Shows: interactive light shows that transform public spaces into experiences.

Benefits of a better night-time economy

- Economic growth
- Job creation
- Attracting visitors
- Increased safety
- Community development
- Increased property values





Key Recommendations

1. The creation of a well-defined integrated plan with a clear vision that is developed with the involvement of key stakeholders
2. Encouragement and support for the diversification of night-time products and services
3. Encouragement (and incentives) for investment in Leigh's night-time economy
4. A favourable legal and regulatory framework, as well as public infrastructure for the night economy
5. Extension of public transportation services at night
6. Control and minimisation of negative impacts such as anti-social conduct and crime through proactive measures
7. Partnership based approach to the planning and delivery of a night-time economy experience

Actions

- Increase safety and security measures.
- Diversify the night-time offering.
- Set out early to obtain Purple Flag accreditation.
- Promote Leigh as a destination.
- Support the local business community.
- Develop a coordinated approach.
- Encourage private sector investment.
- Foster collaboration between local businesses and the council.
- Enhance and extend public spaces and streetscapes after dark.
- Design out crime.
- Encourage businesses to stay open
- Foster a positive and inclusive culture for visitors, employees and residents.