NIGHTMIXNEWS

For those creating safer and more successful town centres after dark

"Evening and night-time economies are now vital ingredients in the appeal of town centres. However, it is a volatile sector. Get it right and town centres will enjoy an income from tourism, visitors and leisure. But get it wrong and the reputation and image of the centre can plummet overnight... sometimes taking years to recover."

Paul Davies / British Council Of Shopping Centres (April 2010) *Better Town Centres At Night*

By Terry Bevan
of TBR
&
Alistair Turnham
of MAKE

Published by night-time economy specialists **MAKE Associates** and economists **TBR**, this newsletter brings you crucial information about a product for those creating economically and socially successful town and city centres 'after dark'.

It is called the **NightMix Index (NMI)**. It is the first resource dedicated to understanding the dynamics and importance of the national and local Night Time Economy (NTE) in the UK.

It is intended to get planners, economists, city centre managers, regulators and investors thinking (or starting to think) about the value of our town and city centres after dark.

Over the following pages we set out:

- How much the NTE is worth to the UK
- How many people it employs
- Who the 'big hitters' are
- Who is growing and who is under pressure
- The impacts of recession.

To find out more about the NightMix Index contact either:

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Finally, the Night-Time Economy gets the positive attention it deserves…

This NightMix newsletter is a first because, despite the NTE being economically critical to a town or city's success, prior to **MAKE** and **TBR** undertaking this initial research, there has been no reliable source information about the…

- Value of towns and cities after dark
- Overall role in the UK economy of businesses trading after 6 pm
- Relative UK concentrations of the NTE
- Comparative place performance
- Recession impact on NTE performance.

Before we reveal the league tables, it is crucial to note that MAKE and TBR's figures are not based on the datasets that everybody else uses! We use TBR's unique **Trends Central Resource** database, which is based on Dun and Bradstreet data of 2.5m 'real' businesses, not abstract data such as the Annual Business Inquiry, which can never give a truly accurate local picture.

We called our product **'Night-Mix'** because at the heart of any successful night-time economy must be the right mix: the right mix of activities, the right mix of people, the right mix of land uses…

Despite the lurid tabloid headlines about binge drinking and violence, at TBR and MAKE we take **a positive approach to the NTE**: it employs a notable proportion of the population, it is significant economically and there is no doubt that locally it can be changed for reasons of economic opportunity, and to combat crime and antisocial behaviour.

"The careful management and promotion of Liverpool City Centre at night is essential to the overall success of the city and the well-being of its people. Liverpool realised some time ago that we needed a diverse mix of people and activities in an exciting and increasingly safe after dark environment. Delivering this is crucial to our reputation with visitors and residents, businesses and investors. This is why we asked MAKE and colleagues to undertake a major study into its future"

Mike Cockburn, City Centre Manager, Liverpool

Inevitably, there will be detail that you may search for in vain in this first NMI newsletter. We have to make a living! However, we hope that you agree that for first time you have a useful introductory picture of the UK NTE.

Again, **please contact us** (**see back page**) if you would like more information or want to suggest additional analysis that we could include in our second edition.

Graceful at night

Liverpool has, almost literally, changed overnight. The £1bn+ investment from Grosvenor in the Liverpool ONE retail quarter, Capital of Culture in 2008 and major waterfront developments, including one of only 6 deepwater cruiseliner ports worldwide, have turned Liverpool into one of Europe's most exciting cities.

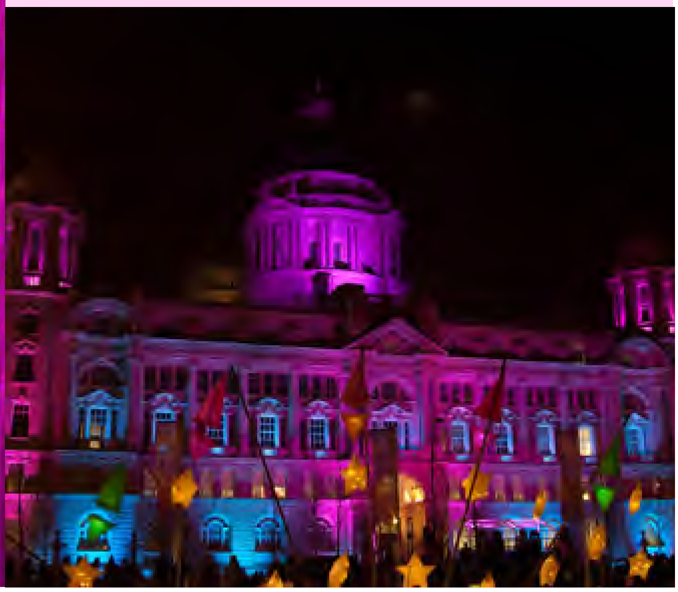
The NMI – Headlines

Westminster contains by far the largest NTE concentration in the UK, followed by **Birmingham**, **Manchester** and **Camden**.

Between 2006 and 09 **Hounslow** has moved from 17th to 9th place by NTE turnover – the power of Heathrow Terminal 5?

Stirling punches way above its weight at 128th by NTE turnover and yet only 311th by population. The power of a popular university?

Sandwell has increased NTE employment in the past three years by over 10%. Why? We can tell you?



The UK NTE - bigger than people think

The **NightMix Index** statistics in this first newsletter show that in 2008 the NTE produced a **healthy £66 billion contribution to UK plc** and **employed nearly 1.3 million people** in the *core* NTE.[1]

The combined *core* and *non-core* UK NTE represents around:

- **10% of all UK employment**
- **8% of all UK firms**
- **6% of all UK turnover.**

Pubs... staring into the bottom of a glass?

Comparing our 2006 and 2009 UK data sets, there has been **a 6% net decline in UK firms classified as 'drink-led'**. This represents a reduction of around 4,000 firms and is reflective of the increase in pub closures over the past five years, as identified in other research (e.g. British Beer and Pub Association). The difference is that our research is based on real businesses not sample-driven national datasets.

Food... cooking on gas

However, the picture is much more complex than pub closures alone and much of the NTE is interlinked – people may go to a cinema and have a meal, or a drink – how does this picture work in reality? Our statistics suggest that 'food' establishments have taken up much of the slack. There were around **3,000 net new food-led** openings from 2006-09.

After Dark... surprisingly tough

The overall picture shows that the **NTE has been a resilient component of the economy** during a period when the UK lost over 2 million jobs. The *non-core* NTE segment of 'accommodation' has almost sustained its numbers of firms and employment, with a useful increase in the average turnover per employee that improves the value added performance of those businesses.

With these figures...are we finally going to take the NTE seriously?

The following tables show how important the NTE is at the local level...

[1]The figures are derived from TBR/ MAKE's definitions of core (e.g. pubs, bars, restaurants, clubs, theatres etc.) and non-core activities (e.g. accommodation, taxis, food and drink suppliers, and relevant public services). Please note that they include the whole borough, not just city centres; head offices as well as local businesses.

NightMix Index: Turnover (2006-09)

Location	T/over 06 (£k)	T/over 09 (£k)	Change 06-09 (£k)	Rank 06	Rank 09
Westminster	£2,725,286	£2,870,568	£145,281	1	1
Birmingham	£1,260,443	£1,383,636	£123,193	2	2
Manchester	£974,438	£1,007,265	£32,828	3	3
Camden	£855,352	£995,983	£140,631	6	4
Glasgow City	£931,646	£903,158	-£28,488	4	5
Leeds	£924,498	£873,227	-£51,271	5	6
City of Edinburgh	£769,497	£863,221	£93,724	7	7
Kensington & Chelsea	£601,378	£671,902	£70,525	9	8
Hounslow	£480,402	£621,150	£140,747	17	9
Brent	£441,381	£618,379	£176,999	19	10
Sheffield	£585,909	£613,765	£27,855	10	11
Cornwall	£609,203	£606,823	-£2,380	8	12
Liverpool	£546,709	£594,509	£47,800	11	13
Belfast	£541,002	£583,235	£42,233	12	14
City of London	£438,747	£580,211	£141,464	20	15
Bristol	£532,734	£562,742	£30,008	13	16
Islington	£530,962	£557,820	£26,858	14	17
Nottingham	£512,840	£533,356	£20,516	16	18
Southwark	£434,844	£526,257	£91,413	21	19
Milton Keynes	£401,402	£519,958	£118,556	24	20
Cheshire East	£521,602	£498,055	-£23,547	15	21
Barnet	£446,710	£492,496	£45,787	18	22
South Bucks	£143,970	£464,291	£320,320	126	23
Newcastle upon Tyne	£401,414	£460,771	£59,357	23	24
Elmbridge	£251,777	£441,023	£189,246	51	25
Bradford	£432,854	£435,039	£2,184	22	26
Cheshire West and Chester	£400,513	£423,489	£22,976	25	27
Cardiff/Caerdydd	£385,805	£413,117	£27,311	26	28
Kirklees	£377,071	£406,446	£29,375	27	29
East Staffordshire	£334,194	£387,212	£53,017	33	30
Tower Hamlets	£296,361	£385,314	£88,953	38	31
Wiltshire	£341,692	£379,698	£38,006	32	32
Wandsworth	£303,133	£375,333	£72,199	36	33
Harrogate	£243,429	£370,255	£126,826	56	34
Ealing	£307,782	£353,259	£45,476	35	35
Aberdeen City	£349,773	£352,133	£2,360	30	36
Trafford	£258,538	£347,391	£88,853	47	37
Sunderland	£342,576	£345,459	£2,883	31	38
Rotherham	£350,290	£338,216	-£12,074	29	39
Hillingdon	£247,347	£335,054	£87,707	54	40
Brighton & Hove	£302,746	£329,253	£26,507	37	41
County Durham	£330,382	£328,899	-£1,483	34	42
Richmond upon Thames	£252,550	£311,882	£59,332	50	43
Wakefield	£250,543	£307,510	£56,967	53	44
Hammersmith & Fulham	£262,337	£301,077	£38,740	44	45
Lambeth	£264,464	£298,420	£33,956	43	46
Wycombe	£254,753	£279,029	£24,277	49	47
Shropshire	£276,686	£277,283	£597	41	48
Highland	£219,124	£270,817	£51,693	73	49
Sandwell	£216,820	£267,763	£50,943	74	50

Westminster is the top night-time economy in the UK, leading the NMI **Turnover** table, with an estimated income of almost £3bn in 2009. But what are its strengths and its weaknesses? How is it competing against other London boroughs, perhaps even internationally?

The rest of the top ten includes many of the UK's largest cities, although **Hounslow** jumped substantially from 2006 to 2009. Is this the power of Terminal 5?

Cornwall is the largest rural economy reflecting its strong tourism sector, but why has it declined in the last three years?

Not all of the largest NTEs have experienced increases in turnover between 2006 and 2009: **Glasgow** and **Leeds** fell. But why?

South Buckinghamshire is the biggest climber, up from 126th to 23rd, but what lies behind this change?

Shouldn't **Newcastle**, **Cardiff** and **Brighton** be higher? We've worked out why; ask us!

NightMix Index - Firms (2006-09)

Position	Location	Firms 06	Firms 09	Change
1	Westminster	3,795	3,515	-280
2	Birmingham	2,921	2,779	-143
3	Leeds	2,407	2,338	-69
4	Glasgow City	2,402	2,259	-143
5	City of Edinburgh	2,211	2,161	-50
6	Cornwall	1,987	2,021	34
7	Manchester	1,946	1,867	-79
8	Camden	1,959	1,864	-95
9	Sheffield	1,676	1,684	8
10	Bradford	1,667	1,618	-49
11	Bristol	1,624	1,562	-62
12	Liverpool	1,526	1,528	1
13	Kirklees	1,432	1,412	-20
14	Islington	1,424	1,366	-58
15	County Durham	1,396	1,364	-32
16	Wiltshire	1,358	1,327	-31
17	Brighton & Hove	1,330	1,302	-28
18	Barnet	1,407	1,186	-221
19	Croydon	1,184	1,171	-13
20	Wandsworth	1,172	1,163	-9
21	Southwark	1,139	1,155	16
22	Lambeth	1,111	1,149	38
23	Cheshire East	1,134	1,147	13
24	Tower Hamlets	1,183	1,129	-55
25	Cardiff/Caerdydd	1,151	1,112	-39
26	Kensington & Chelsea	1,074	1,106	32
27	Shropshire	1,107	1,085	-22
28	Wakefield	1,070	1,081	11
29	Belfast	1,047	1,060	13
30	Nottingham	1,071	1,029	-42
31	Leicester	1,071	1,008	-62
32	Ealing	1,062	1,005	-57
33	Newcastle upon Tyne	1,049	995	-54
34	Fife	1,003	983	-20
35	Brent	1,060	965	-95
36	Cheshire West and Chester	953	936	-16
37	Hackney	953	932	-21
38	East Riding of Yorkshire	934	921	-12
39	Northumberland	931	914	-17
40	Dudley	936	911	-26
41	Wirral	895	901	7
42	Stockport	898	887	-11
43	Lewisham	884	883	-1
44	Haringey	916	879	-37
45	Sandwell	864	874	10
46	Calderdale	838	859	21
47	Wigan	867	853	-14
48	Hammersmith & Fulham	847	844	-3
49	Bromley	861	842	-20
50	Enfield	986	832	-154

Westminster also tops our NMI **Firm** table, but how has it managed to increase turnover and reduce firm numbers at the same time?

Most locations have fewer firms due to recession impact, but how have some places such as **Cornwall** and **Lambeth** managed to increase firm counts? And **Cornwall** has done this despite a fall in turnover - how?

NightMix Index - Employment GROWTH (2006-09)

Position	Location	Emp 06	Emp 09	Change 06-09
1	Milton Keynes	7,556	10,127	2,572
2	South Bucks	2,662	4,610	1,948
3	Hertsmere	3,653	5,350	1,697
4	Hillingdon	4,983	6,666	1,683
5	Hounslow	7,431	9,039	1,608
6	Birmingham	22,100	23,656	1,556
7	Surrey Heath	2,608	4,018	1,410
8	Waverley	2,175	3,509	1,334
9	Warrington	3,531	4,860	1,329
10	Richmond upon Thames	5,625	6,843	1,219
11	Tower Hamlets	6,559	7,684	1,125
12	Dacorum	2,560	3,677	1,117
13	East Staffordshire	7,665	8,779	1,114
14	Kingston upon Hull	2,957	4,059	1,102
15	Wandsworth	6,237	7,302	1,065
16	Ealing	6,666	7,728	1,062
17	Southwark	9,872	10,886	1,014
18	Hart	1,198	2,144	947
19	Brent	8,383	9,290	906
20	Elmbridge	3,677	4,567	890
21	City of London	9,267	10,120	853
22	Belfast	9,809	10,604	795
23	Wiltshire	7,612	8,393	781
24	Watford	1,958	2,720	762
25	Barnet	8,498	9,195	697
26	Thanet	2,820	3,503	683
27	Enfield	4,744	5,419	675
28	North Dorset	1,396	2,062	667
29	St Albans	2,750	3,411	661
30	St Edmonsbury	2,075	2,733	658
31	Newham	2,813	3,463	650
32	Newcastle upon Tyne	8,605	9,231	626
33	Croydon	5,093	5,706	612
34	Sandwell	4,252	4,820	568
35	Lancaster	2,414	2,937	523
36	North Tyneside	3,519	4,028	509
37	Manchester	16,393	16,901	508
38	Stevenage	1,547	2,053	506
39	Liverpool	9,582	10,072	490
40	S Gloucestershire	2,877	3,355	478
41	Camden	18,387	18,859	472
42	Sheffield	12,085	12,536	452
43	Brighton & Hove	6,773	7,214	441
44	Chiltern	1,534	1,953	419
45	Kensington & Chelsea	12,341	12,759	418
46	Wolverhampton	4,815	5,232	417
47	Havering	3,203	3,620	417
48	Trafford	4,122	4,537	415
49	Harrogate	5,106	5,507	401
50	Welwyn Hatfield	2,516	2,904	388

The NMI for **Employment (Growth)** shows the complexity of the NTE. **Milton Keynes** and **South Bucks** have put on most jobs, but the big cities (outside **London** and **Birmingham**), where they do feature at all, are a long way down.

A large number of outer London boroughs such as **Hillingdon**, **Hounslow**, **Richmond upon Thames**, **Ealing**, **Brent** and **Barnet** have put on large numbers of jobs – but why?

The relationship between NTE firm size, turnover and employment help to determine **what is adding real value.** Whilst in a recession we are looking for new job opportunities, it is important that the strategies behind job creation

NightMix Index - Employment: FALL (2006-09)

Position	Location	Emp 06	Emp 09	Change 06-09
1	Central Bedfordshire	5,979	4,061	-1,918
2	Northampton	6,220	4,338	-1,882
3	Westminster	57,640	55,917	-1,722
4	Glasgow City	19,320	17,687	-1,633
5	Rotherham	6,046	4,978	-1,068
6	Oxford	5,328	4,280	-1,048
7	Renfrewshire	3,724	2,808	-916
8	Aylesbury Vale	3,556	2,654	-902
9	Vale of White Horse	2,604	1,764	-840
10	Cheshire East	10,057	9,384	-673
11	Great Yarmouth	3,197	2,579	-618
12	Bolton	5,557	4,943	-614
13	Solihull	4,943	4,372	-570
14	Three Rivers	1,488	918	-570
15	Leeds	17,685	17,138	-547
16	Barnsley	4,449	3,927	-521
17	Wokingham	3,513	3,061	-453
18	Bexley	3,302	2,866	-436
19	Eden	1,979	1,545	-434
20	Redbridge	3,526	3,101	-425
21	Kingston upon Thames	4,147	3,724	-422
22	Islington	10,563	10,159	-404
23	Scarborough	3,347	2,992	-355
24	Wychavon	2,390	2,046	-344
25	Broxtowe	1,781	1,441	-340
26	East Renfrewshire	1,284	959	-325
27	Sunderland	6,175	5,850	-325
28	Cornwall	11,632	11,314	-318
29	Stockton-on-Tees	3,665	3,355	-309
30	Bromley	4,640	4,331	-309
31	Denbighshire/Ddinbych	2,007	1,703	-304
32	Shropshire	5,790	5,490	-300
33	Charnwood	3,022	2,723	-299
34	Havant	1,609	1,324	-286
35	New Forest	2,684	2,403	-280
36	Coventry	4,764	4,484	-280
37	Chelmsford	3,258	2,980	-278
38	Walsall	3,968	3,698	-270
39	Leicester	5,628	5,375	-253
40	South Kesteven	2,151	1,899	-252
41	Perth & Kinross	2,579	2,341	-238
42	Isle of Wight	2,718	2,495	-223
43	West Oxfordshire	1,993	1,773	-220
44	Chorley	2,511	2,294	-217
45	East Lothian	1,187	979	-208
46	Argyll and Bute	2,574	2,373	-201
47	Midlothian	1,111	914	-197
48	West Berkshire	3,400	3,211	-190
49	Guildford	2,480	2,291	-189
50	Southend-on-Sea	4,494	4,307	-187

There are winners and losers in every league table and the NTE is no different. In the table for NMI **Employment (Fall)** we can identify those locales where businesses have shed the most jobs.

Central Bedfordshire lost the most jobs between 2006 and 2009, but why?

The most remarkable geography is **Westminster** as its appearance in this table seems counterintuitive. However, we need to emphasise two things:

- Employment matters to us all, but **too much employment in a particular activity is counterproductive**. If it weakens levels of profit, it challenges survival. Therefore, employment fall doesn't always indicate poor performance.
- Westminster is much better placed than its compatriot NTEs to address the difficulties of economic change. Its average firm size is much higher and therefore its scope to flex that size when it needs to do so is greater.

There are also **8 rural and small towns and districts in the south midlands**, from Worcestershire to Hertfordshire, that have lost a (proportionately) huge number of jobs. Is this a rural recession factor?

Questions that these areas need to ask include **'How do we stimulate stronger performance in these night-time economies?'** The answers will be different in each case since no two local economies are the same. We can help you understand the story behind the figures...

The story behind the figures…

League tables are always controversial. We are never high enough! Therefore, we encourage readers to consider the NMI tables **less as a fashion parade and more as a comparison with peer cities** or neighbouring competitors, and as a starting point in understanding a particular NTE.

There is no suggestion that high or low is good or bad; simply, that statistically we can now map the characteristics and relationships of a NTE, including size, change and performance.

So, while there is little point in comparing the NTE of Camden with Cambridge, there are many occasions when certain NTE comparisons might be critical. Increasingly, planners (in Local Development Frameworks), economic development specialists, economic development agencies, destination directors and town centre managers are (or should be) **thinking about their night-time economy as seriously as they do their day-time centre**, their tourist economy or their manufacturing base.

That is… as a social, cultural and economic heart in competition with other locations, sometimes within the same town or city, sometimes with multiple neighbouring destinations or even nationally.

The NTE needs to be fully understood if it is to be supported and strategic opportunities maximised.

Drilling down

Exploring local strengths and weaknesses requires more detailed research. For this, **we have statistics for all 409 local authority geographies** and can provide information based upon defined activities built up from **6 digit postcodes** into geographies of interest, e.g. town centres or regional retail-leisure destinations such as Bluewater.

TBR and MAKE can take this **analysis down to the detail of individual firm performance** and link this to skills needs and gaps and to commercial property requirements.

Using the NightMix Index

An example where a comparison would be extremely useful is in **Nottingham's** relationship to Derby, Leicester and the market towns in its Travel to Leisure Area (TLA). This could inform a strategy to capture more or different users for Nottingham, identify new opportunities for growth and contribute to a stronger tourism destination offer, link to the local area agreement targets and sustainable community strategy.

Or maybe you are **Derby** or **Leicester**, competing against Nottingham – do you understand your detailed differences that will help you to improve your share of the East Midlands NTE pie?

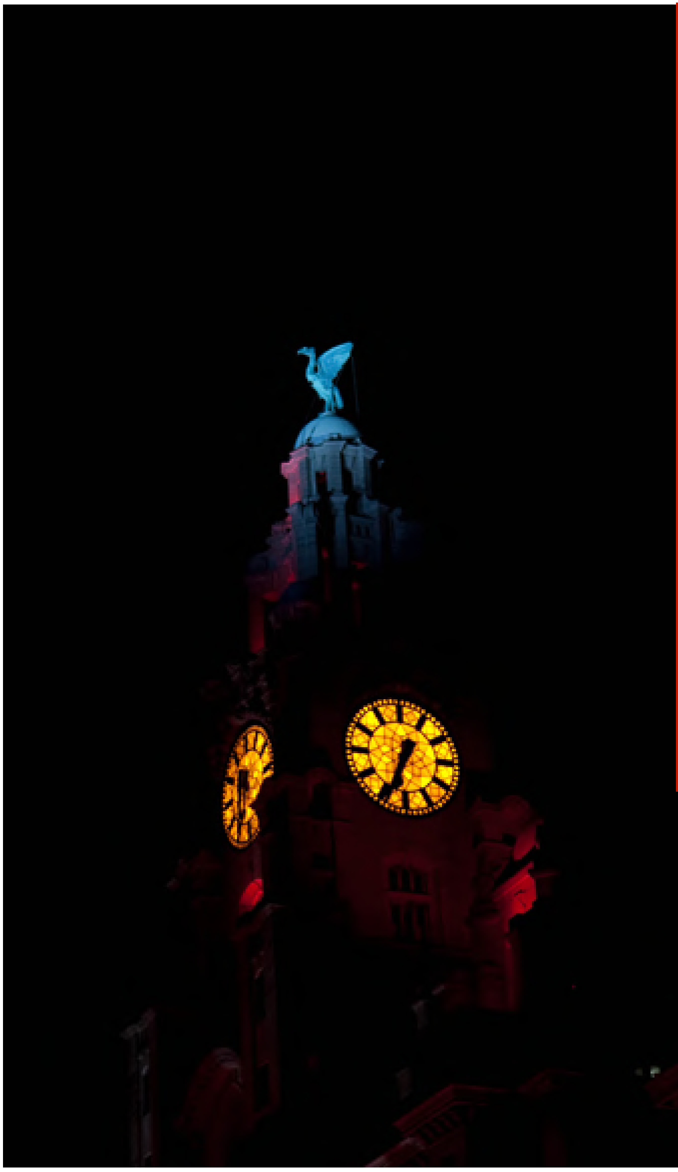
There are lots of geographies we don't mention in the tables, so please forgive us if you are not as high as you would have anticipated. If you want to investigate this or if you believe that opportunity for change does exist, then perhaps we can help?

Case study: Weymouth

MAKE and TBR are currently working with urban designers Feria Urbanism, on an exciting Home Office sponsored project for Weymouth to improve the 'after dark' experience by bringing together physical design, health, culture, and the social and economic realities…

…For Weymouth,TBR's work is answering questions like: is the night-time economy growing, receding or in stasis; how are competitor locations doing; what are the levels of employment and workforce issues within the sector and how important is this sector to the rest of the town's economy?

This analysis will inform the town centre's strategic direction ahead of hosting the 2012 Sailing Olympics and Paralympics, as well as providing a long-term plan for Weymouth 'after dark' that will support its ambitious tourism aspirations.



Conclusion: There is life after dark

We've only gone a short way in presenting our initial findings from the **NightMix Index**. However, we hope that we have made clear for the first time that:

- The NTE is a crucial part of the UK economy and it deserves the same strategic and developmental attention as the daytime economy of our towns and cities as well as other more 'fashionable' sectors, e.g. creative industries
- There are also major local differences with opportunities and challenges for every location. Each location for economic development, planning and for social reasons needs to fully understand these differences in the NTE in the same way they would for manufacturing, financial services or cultural industries if they are to create the right mix for their town.

Contact

We will be producing further newsletters, so if you want to make suggestions , just get in touch. We can also tell you about our work in places like Weymouth, Liverpool, Bexley, Oldham and Norwich.

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About MAKE & TBR

MAKE are the foremost specialists in town and city centre strategy with a specialism in the night-time economy.

MAKE have helped many local authorities, city centre managers, business improvement districts and regional development agencies develop comprehensive strategies for town and city centres across the UK. MAKE has an unparalleled knowledge of how economics, marketing, planning, design, branding, social and criminological analysis come together to point the way forward for any town or city centre, particularly 'after dark'.

TBR is a leading economic consultancy serving the UK public and private sectors.

Its founders established the firm in 1986 following the completion of a major study for UK Government, which allowed it to begin to develop its own UK database of business activity and performance. Since it has its own detailed firm-level data it finds it easy to investigate subjects forensically in ways that would be impossible for its competitors. This means it has virtually no rivals in economic consultancy.