

## **REDROCK – THE NAME OF THE SQUARE**

### **Report of the Corporate Director for Place Management and Regeneration**

#### **1. Introduction**

- 1.1 The working title for the new public square in Redrock has been Heaton Square during the design and development stage, with the intention that a permanent name would be selected in due course.
- 1.2 A competition is proposed to put forward suggestions for a local person after whom the square should be named. This would create the opportunity to:
  - engage local residents with the new Redrock development and with the refurbished Princes Street
  - generate positive publicity for the development in advance of the opening
  - recognise and celebrate the contribution or achievements of a local resident or champion
  - include and target young people as a key demographic to attract to the town centre and Redrock

#### **2. Competition**

- 2.1 Suggestions will be invited of a local person after whom the square should be named, giving the reason why. This could be someone who has been particularly significant for Stockport, or has made a particular contribution to the local community.
- 2.3 Suggestions will be submitted either:
  - Online, via an online form which can be accessed from smart phones, tablets and other web access, or
  - On a chalkboard/hoarding set up in the area of the square; this will help to drive people into the newly refurbished Princes Street, which will support local traders; a similar public art installation staged recently in Merseyway attracted very positive engagement. People will be encouraged to then submit and share their suggestions, or suggestions that they like, via social media, generating further publicity and engagement
- 2.4 The competition will be promoted through:

- multiple channels, including press and social media
  - multiple networks, including residents groups, town centre business/stakeholder groups
- 2.5 The competition will run from late July into August to encourage people to visit the site/Princes Street, as well as to engage online and via social media.
- 2.6 In the event of a large number of suggestions being put forward, an initial sift of these will be carried out by the Redrock Communications Project Group (Head of Growth, Redrock Project Manager, Communications & Marketing Officer), with a shortlist drawn up for consideration by a panel.
- 2.7 It is proposed that the panel will comprise:
- Central Area Ward Councillors
  - Central Area Committee Chair
  - Portfolio holder for Economy & Regeneration
  - BID Manager/Chair
  - Young people, to be recruited through the Stockport Youth Partnership and/or other channels
- 2.8 The name recommended by the panel will be put forward for endorsement by the Town Centre Task Force.

### **3. Budget**

- 3.1 The competition will be run within existing project and staff resources.

### **4. Address of the Properties**

- 4.1 The occupiers of properties that currently have the postal address of Brown Street which would change to the new square name would need to be formally consulted before the change of address could be confirmed.

### **5. Recommendations**

- 5.1 Central Stockport Area Committee are recommended to support the proposals.

### **Background Papers**

There are no background papers to this report.

Contact person for accessing background papers and discussing the report:  
Nicola Turner on 0161 218 1635 or email: [nicola.turner@stockport.gov.uk](mailto:nicola.turner@stockport.gov.uk)