

Reddish District Centre Action Plan 2023

Stockport Council has been working with the Institute of Place Management (IPM) to understand what Reddish district centre needs to stay vibrant and healthy. A major element of Phase 2 of the 'Creating Strong, Vibrant and Healthy District Centres' work were stakeholder workshops which were delivered by IPM in each of the eight District Centres throughout March 2022. The sessions brought together local stakeholders including retailers, key employers, leisure providers, landowners, community groups, residents and Ward Members to ensure a wide range of input into recommendations produced.

Feedback from this workshop along with detailed information on how Reddish District Centre is performing formed the basis of IPM's report which culminated in a series of recommendations based on IPM's 4Rs Framework – Restructuring, Rebranding, Repositioning and Reinventing, with suggested quick wins and longer term priorities.

The District Centre Manager for Reddish has been working with partner organisations and local stakeholders to develop a formal Action Plan for the District Centre based on the recommendations within the IPM report. The Action Plan that follows reflects the priorities of the Reddish community, it is a partnership approach to help create a strong viable centre for everyone's benefit.

The recommendations and actions for Reddish are outlined in the following action plan.

In the Action Plan, various roles are referred to and these are defined as:

- Deliverer – provide delivery of service/s to achieve the action
- Enabler – provide support to make the conditions to achieve the action
- Funder – provide money to achieve an action
- Influencer – affect or change behaviours of others to achieve the action
- Policy maker – create policy to achieve an action
- Supporter – provide encouragement and approval for the action

Pillar 1 – Business Support						
What?	Why?	How?	Who and what roles?	By when?	How will we know we have been successful?	Progress
1. Reduce Vacancy rates	To help create new businesses and jobs	Work with property owners and new business start-ups and innovators to identify correct business support, advice and funding.	Stockport Council <i>(Enabler, Influencer & Deliverer)</i> Agents and property owners <i>(influencers)</i> Growth Company <i>(Deliverer)</i>	December 2023	Action Plan for Reddish showing vacancy rates Dec 2022 against figures for Dec 2023. Case studies on new businesses helped created jointly with Growth Hub, Build a Business Programme and Enterprising You. PROGRESS	JUNE 2023 – continues to be very few vacant properties in the district centre.
2. Build a database / network of contacts for local businesses	To keep companies up to date on business support and funding available	Establish constant contact with businesses who wish to sign up for receiving information on Council activity and partner support (regular e-bulletin) To be led by Visionary Group (existing businesses to give the messages more authority locally ?) Establish relationships with precinct and property owners who	Stockport Council (enabler) Growth Company (deliverer and influencer – if we tailor products to suit businesses – Social Media etc ?) BAB (enabler) Property		Monitor take up on events with partners. Feedback from businesses on how useful the support is and possibly tailor future workshops / events to businesses and particular areas.	JUNE 2023 – growing database of contacts linked to events and projects. Local organisations such as Stealth Cheer accessing BGH support. Reddish Community Together signposted to Sector 3.

		can benefit from distributing information on support to their tenants.	Owners (enabler)			
Pillar 2 – Physical Regeneration						
1. Accessibility and Social inclusion for Reddish	Key to enable everyone in local community to access the centre	Funding and support to improve access for all	Disability and Access Groups (influencers) Action Group (Funding & Enabler)	Dec 2023	Develop new ideas and cutting-edge projects to make communities feel that the centres are safe, accessible and welcoming to all.	JUNE 2023 – Reddish in Bloom established and Houldsworth Square benefited from tidied up.
2. Build database and contacts with all key property owners, landlords and agents	Keep up to date on projects and redevelopments	Influence Policy Planning such as in Local Development plan for Houldsworth Sq. Broadstone School development to assist with plans and funding.	Stockport Council (enabler and influencer) Agents and Landlords (deliverers)		Buildings are developed for the benefit of the Reddish community. Support projects such as the Redstones and their positive impact on the district centre.	
Pillar 3 – Events and Animation						
1. Develop an events calendar	Work with all local partners and stakeholders to maximise opportunities for support and funding for events	Planning and marketing can be more efficient as well as links to sponsors or supporters		March 2023	Making sure applications for TENS, Road Closures, applications for funding are well organised.	JUNE 2023 - Reddfest 2023 re-established with event taking place on Saturday 8th July 12-4pm and businesses involved. PR and Social Media promotion on

						Reddish Business Facebook pages
2. Increase Footfall in the local area	To connect local economy and community and local groups on events etc	Support events similar to Reddish Roaring and potential re-introduction of Summer and Christmas event (lights switch on). Trading hours advice in relation to increased marketing / events.	Retailers and businesses (enablers) Council (Funders) Community Groups (supporter)	Dec 2023	Use of footfall counters to advantage of Action Group to report back to workshop in 2023.	JUNE 2023 – Footfall counter data to be reviewed to look at impact off ReddFest in generation additional footfall.
3. Local Artwork and cultural improvement projects	Work with local community groups and businesses on projects which improve the image of the local area	Assist local groups to look at funding and apply for bids to Council funds and partner funding (GMCA etc). Shutter Art project to start with local businesses.	Community groups / schools (deliverer) Businesses (influencers)		Improved visual aspect of district centre. Funding for shutter artwork project.	JUNE 2023 - Urban Fronts Project taking place, 3 properties completed (Reddish Ale, I Knead Pizza and the Library) and very positive feedback has been received. 5 other premises in the pipeline
Pillar 4 – Vision and Strategy						

<p>1. Establish a Visionary Group</p>	<p>To meet bi-monthly and discuss all work across all 4 Pillars</p>	<p>To plan, connect and facilitate on projects in the District Centre</p>	<p>Stockport Council (enabler) Community Groups (supporters) Businesses (supporters)</p>	<p>March 2023</p>	<p>Improved image and footfall data for events</p>	<p>JUNE 2023 – Visionary Group established. 3rd meeting of Visionary Group taking place on 16th June to finalise plans for ReddFest 2023 and discuss Urban Fronts and Houldsworth Sq projects</p>
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Terms of Reference – The District Centre Manager will signpost and facilitate on projects and applications for funding led by a group of residents, businesses and groups who can lead on projects meeting at bi-monthly meetings. The focus is to support existing groups and make sure they are aware of what support and funding is available to help them on projects which will improve the footfall and appearance of the district centre.