

ROMILEY District Centre Action Plan 2023

Stockport Council has been working with the Institute of Place Management (IPM) to understand what Romiley needs to thrive and be strong. A stakeholder workshop was held in Spring 2022 and brought together local stakeholders including retailers, key employers, landowners, community groups, residents and Ward Members. Feedback from this workshop along with detailed information on how Romiley 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 Romiley has been working with partner organisations and local stakeholders to develop a formal Action Plan for Romiley based on the recommendations within the IPM report. The Action Plan that follows reflects the priorities of the Romiley community, it is a partnership approach to help create a strong viable centre for everyone's benefit.

Anyone living or working in Romiley, has a role to play – if organisations work together, small individual actions can have a big collective outcome.

Along with stating how each Action will be delivered the Plan also states by whom and the following specific role is allocated to each organisation:

Deliverer – delivers the service needed to complete the action

Enabler – helps create the conditions needed to achieve the action

Funder – gives money to pay for an action

Influencer – helps change other people's opinions or behaviours to achieve the action

Policymaker – creates policies that reinforce the action

Supporter – encourages and approves the action

Romiley District Centre Action Plan

Business Support (Pillar 1)						
What?	Why?	How?	Who (& roles)?	When by?	How will we know if we've been successful?	June Progress Update
1. Reduce building vacancy rates	To help create new businesses and jobs	<p>Work with property owners and new business start-ups / innovators to identify correct business support, advice and funding.</p> <p>Maintain occupancy and vacancy spreadsheet with new and closing business reasons.</p> <p>Drop in sessions with access to Enterprise You and other partners.</p>	<p>Stockport Council <i>(enabler, influencer & deliverer)</i></p> <p>Agents and property owners <i>(influencers)</i></p> <p>Growth Company <i>(deliverer)</i></p>	Dec 2023	<p>Vacancy rates in Dec 2023 v. Dec 2022 figures.</p> <p>We can look at case studies on new businesses, created jointly with Growth Hub, Build a Business Programme (BAB), and Enterprising You.</p>	<p>New businesses introduction to District Centre manager role and advised on various support provided by Greater Manchester Growth Company and the Build a Business Programme through the library service.</p> <p>New and closed business record being updated-new business opening added.</p>
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	<p>Stockport Council <i>(enabler)</i></p> <p>Growth Company</p>	Ongoing	Monitor take up on events with partners.	Data base being added to and being updated during regular walkabouts and business visits

		<p>Council activity and partner support.</p> <p>Support Businesses with enquiries and resolving any issues- acting as a point of contact</p>	<p><i>(deliverer and influencer – if we tailor products to suit businesses</i></p> <p>BAB <i>(enabler)</i></p> <p>Property owners <i>(enabler)</i></p>		<p>Feedback from businesses on how useful the support is</p> <p>We can tailor future workshops / events to businesses in particular areas</p> <p>New business added to contacts and support info sent.</p>	<p>Promoted Workplace Wellbeing Workshop and free accountancy clinic for traders</p> <p>Guardians of Grub campaign for the Hospitality and Food Service sector free e-learning course to help reduce costs, carbon and improve profits circulated to hospitality businesses.</p> <p>Request for café space to support Fostering Services drop in sessions circulated</p>
<p>3. Review crime data for the centre working with local police and /or using Neighbourhood Watch online mapping tool¹. Establish a set of clear KPIs and baseline e.g., shoplifting and</p>	<p>To understand real crime figures and impact on businesses.</p>	<p>Work with local police to establish a crime partnership</p>	<p>Stockport Council <i>(enabler)</i></p> <p>GMP <i>(Influencer and deliverer)</i></p>	<p>Dec 2023</p>	<p>More accurate reflection of crime.</p>	<p>Retail crime Information circulated to traders with security advice for small retail premises.</p> <p>Contact established with new Policing Inspector.</p> <p>Business given Stockport Homes Anti Social Behaviour reporting information</p>

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set up an initial What's App Group to warn of offenders						
Physical Regeneration (Pillar 2)						
4. Undertake a District Centre Audit to identify grot spots focusing on key gateways into the Centre.	Entrance to the precinct is unsightly with residential waste collection points and flytipped waste	Utilise existing groups and exploring funding opportunities to maintain areas and work with SMBC Estates, Stockport Homes and Neighbourhoods to identify waste solutions and local Groups/NK Theatre for artwork opportunities.	Stockport Council <i>(enabler, influencer & deliverer)</i> Agents and property owners <i>(influencers)</i>	Dec 2023	Plans progressed. Improved sense of arrival.	Established connections with Romiley Traders Association and Estates to source a storage area and improve lighting. Worked with Highways to assess car parking lighting-lights appeared faulty but actually subject to on-going work to adjust lighting following residents concerns Identified unfinished groundworks in Forum Theatre car park and 4 trees later planted
5. Introduce more greenery and planters	Improvements to public realm through regular litter picking, planters and adding more greenery	Work with local groups to support funding bids and on-going maintenance	Community groups <i>(supporter)</i> Stockport Council <i>(enabler, influencer & deliverer)</i>	Dec 2023	Increase in the number of planters. More attractive planters free of litter.	Working with Sustainable Living Romiley to look at planter options in the Precinct Area. Site meeting taken place to discuss arrangements and suggested locations
6. Explore opportunities to encourage	Improve the appearance of the area	Work with private landlords and business owners	Stockport Council	Dec 2023	Plans Progressed	Local Marple based Artist working with bar owner to engage young people in carrying out the artwork.

businesses to improve shop frontages by undertaking basic repairs, decoration, and shutter artwork.		linking them with local groups to minimise costs	<i>(enabler, influencer & deliverer)</i> Agents and property owners <i>(influencers)</i>		Working with Helen Middleton Studios on shutter artwork	Drawing Board Productions CIC and their shutter artwork programme circulated with traders.
7. Create a village map to highlight what's on offer in Romiley and promote wider attractions and to promote #Romiley on signage and new schemes promoting Romiley Vision actions	To enhance the offer as a visitor destination and join up events	Maps based at entrance points at the train station and park and at key outlets in the centre. Online version to be developed and shared across social channels	Community groups <i>(supporter)</i>			Artist has provided map suggestions- plans need to be progressed and working in line with Friends of Romiley Station Artwork
8. Long term plan to consider replacing railings with bollards to improve the visual appearance of the walk through experience	Pedestrian railings create barrier to walkability and impact line of site.	Work with Highways and Stakeholders to identify areas and scope costs in line with future schemes	Retailers and businesses <i>(enablers)</i> Community groups <i>(supporter)</i>	Dec 2023	Review of action taken	This is a longer term project with no current actions
Events and Animation (Pillar 3)						

<p>9. Produce an events calendar of existing events to help identify any gaps in activity and develop additional complimentary events.</p>	<p>Work with all local partners and stakeholders to maximise opportunities for support and funding to connect local economy and community and local groups on events etc</p>	<p>Event sub group to lead on Planning and marketing-can be more efficient as well as links to sponsors or supporters Support events similar to Worker Bee Markets and potential re-introduction of Christmas event / lights switch on.</p> <p>Trading hours advice in relation to increased marketing / events.</p>	<p>Retailers and businesses (<i>enablers</i>)</p> <p>Council (<i>funders</i>)</p> <p>Community groups (<i>supporter</i>)</p>	<p>Jun 2023</p>	<p>Footfall Counters</p>	<p>Supported Kings Coronation Event with road closure and bus diversions and event permit.</p> <p>Litter picking equipment, bags and hi viz jackets supplied</p> <p>Footfall counters highlighted 7000 people attended during the event</p> <p>Food On Friday supported with street cleansing post event</p>
<p>10. Local artwork and cultural improvement projects such as seasonal art trails to increase activity in the centre</p>	<p>Work with local community groups and businesses on projects which improve the image of the local and to increase footfall</p>	<p>Assist local groups to look at funding opportunities and apply for bids to Council funds and partner funding (GMCA etc). Look at other trails such as Reddish Roaring to</p>	<p>Community groups (<i>supporters</i>)</p> <p>Retailers and businesses (<i>enablers</i>)</p> <p>Stockport Council (<i>enabler</i>)</p>	<p>Dec 2023</p>	<p>Plans progressed</p>	<p>Working with Drawing Board Productions CIC to look at Halloween and Spring 2024 Trails-needs further conversation with traders around existing plans</p>
<p>11. Develop relationships with local groups to add to existing events, showcase what's on offer</p>	<p>To give local groups such as The Cherry Tree Project, Friends of Tangshutt Fields and</p>	<p>Assist local groups to look at funding opportunities and apply for bids to Council funds and partner funding</p>	<p>Stockport Council (<i>enabler</i>)</p>	<p>Dec 2023</p>	<p>Review of events programme</p>	<p>Supported Kings Coronation event with District Centre Funding</p> <p>Friends of Tangshutt Fields allocated funding to buy audio equipment for events</p>

and involve young people in increasing the vitality of the area	Chadkirk for example increased visibility to make their own organisations stronger and be embedded in the District Centre activities and advertising local attractors.		Community groups (<i>supporters</i>) Retailers and businesses (<i>enablers</i>)			Working with Cherry Tree Project to engage young people in the District Centre supported by funding allocated form the District Centre
Vision and Strategy (Pillar 4)						
12. Establish a “Visionary Group”	To meet bi-monthly and discuss all work across all 4 Pillars. Responsible for managing short and long-term change	Plan, connect and facilitate on projects in the District Centre. Produce a one page summary of actions and meeting dates/locations as an e-bulletin	Stockport Council (<i>enabler</i>) Community groups (<i>supporters</i>) Businesses (<i>supporters</i>)	Dec 2023	Group formed and actions developed Meeting date TBC	Visionary Group meeting held and Steering Group date set for 13 th June to go through action plan
13. Consolidate and sustain existing social media good practice through Romiley community group forums and developing unique hashtags to take advantage	To increase Romileys offer wider than existing platforms and to promote positive images	Review what is on offer and work with stakeholders to promote-Growth Company to support with workshops.	Stockport Council (<i>enabler</i>) Community groups (<i>supporters</i>) Businesses (<i>supporters</i>) Growth Company	Dec 2023	Stronger social media presence	Kings Coronation event attracted great media attention with TV interviews and broadcasts.

of social media platforms #Romiley			<i>(deliverer and influencer)</i>			
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