

## **CHEADLE DISTRICT CENTRE ACTION PLAN UPDATE**

### **Report of the Director of Development and Regeneration**

#### **1. PURPOSE OF THE REPORT**

- 1.1 To provide an update on delivering Cheadle District Centre Action Plan.

#### **2. BACKGROUND**

- 2.1 Following the work last year with the Institute of Place Management the District Centre Manager for Cheadle worked with local stakeholders including local businesses, landowners, community groups, and Ward Members to develop an Action Plan for Cheadle. The Action Plan is based on the recommendations in the Institute of Place Management Reports together with other local intelligence gathered over the last 12 months.
- 2.2 The Action Plan reflects local priorities and includes quick wins and longer term actions all of which to help towards creating a strong, healthy and sustainable District Centre. The Plan was discussed at the Cheadle Area Committee meeting in March 2023 and it was agreed the District Centre Manger would return to the Area Committee on a quarterly basis with an update on delivery of the Action Plan.
- 2.3 Each District Centre was allocated £5,000 to assist with delivering projects within their specific Action Plans. Local stakeholders were involved in identifying priority projects for the £5,000 and the agreed allocation was as follows:

	<b>Project Description</b>	<b>Funding Allocation</b>
1.	Clean up and bloom project on the central Massie Street car park area	£1,000
2.	Artwork projects on the BT Exchange window	£1,500
3.	Events & animation including contribution to Cheadle Christmas Market	£2,000
4.	Rebranding social media under #ChooseCheadle	£500

### **3. CHEADLE DISTRICT CENTRE ACTION PLAN**

3.1 As set out in the March Area Committee report the individual actions within Cheadle District Centre Action Plan have been grouped under four pillars:

- 1) Business Support
- 2) Physical Regeneration
- 3) Events and Animation
- 4) Vision and Strategy

3.2 Good progress has been made on a number of the actions within each of the four pillars including:

- a) Proposal to enhance the attractiveness of the former BT Exchange premises by introducing public involving local schools progressing well following positive engagement with CBRE (managing agents).
- b) Several businesses have requested to take forward the Urban Fronts shutter art project following early success in Reddish
- c) Supported Friends of Brooklyn Park bid for a £15,000 GMCA grant to improve the local greenspace in the centre of the village
- d) Assisting St Cuthberts church organise a local family fun day in the central park and to link in with local businesses on the day
- e) Unfortunately the Accessibility bid to GMCA's Flexible Innovation Fund was unsuccessful. Other sources of funding and financial support are being considered along with opportunities to deliver smaller elements of the initial proposal.
- f) Liaised with Neighbourhood colleagues to address some issues with the location and quality of some street furniture.
- g) Supported the installation artwork on a wall in Massie Street Car park as part of the clean up project.

3.3 Appendix A provides a copy of the full Action Plan with a progress update for each action.

### **4. CONCLUSIONS AND RECOMMENDATIONS**

4.1 Darren Flannery, the District Centre Manager for Cheadle continues to develop strong positive relationships with colleagues in the Council, local businesses and community organisations in Cheadle. This strong partnership approach is reflected in the positive delivery of a number of the actions within the Cheadle District Centre Action Plan.

4.2 The Committee is requested to:

- a) Note the partnership approach to developing the Cheadle District Centre Action Plan.