

Cheadle District Centre Action Plan 2023

Stockport Council has been working with the Institute of Place Management (IPM) to understand what Cheadle 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 Cheadle 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 Cheadle 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 Cheadle community, it is a partnership approach to help create a strong viable centre for everyone's benefit.

The recommendations and actions for Cheadle 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> <i>Agents and property owners (influencers)</i> Growth Company <i>(Deliverer)</i>	December 2023	Build database of empty properties and owners. Try to enable new openings / uses in those premises. Case studies on new businesses helped created jointly with Growth Hub, Build a Business Programme and Enterprising You. Progress June 2023 – several new businesses assisted to take up vacant properties – Rectory SK8, Cakes of Bliss. Onze Atelier and others referred to and supported by Enterprising You.	JUNE 2023
2. Marketing Support	IPM workshop picked up on local business demand for support on marketing / social media	Working with marketing support options such as Growth Co training, Cheadle Post, HOWND	Support agencies (deliverers)	Ongoing	Take up of events and support Progress 2023 - #ChooseCheadle being used and looking to use BT building for physical promotion of campaign La Cueva to	

					be used in new Shop Local video	
3. 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. To be led by business sub group of CVP. Establish relationships property owners who can benefit from distributing information on support to their tenants.	Stockport Council (enabler) Growth Company (deliverer and influencer – Marketing workshops) BAB (enabler) Property Owners (enabler)		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. Progress 2023 – growing and establishing contact list	
Pillar 2 – Physical Regeneration						
1. Accessibility Project for Cheadle	Deliver a fully accessible district centre	Funding and support to improve access for all	Disability and Access Groups (influencers) Action Group (Funding & Enabler)	Dec 2023	GMCA – develop new ideas and cutting-edge projects to make communities feel that the centres are safe, accessible and welcoming to all. Social inclusion and warm spaces supported. Progress 2023 – GMCA bid failed at last point. Now looking at other avenues fo funding /	

					smaller projects to piece together long term project.	
2. Green Spaces	Work with central parks and church grounds etc to develop public space for community use	Work with local friends of groups to help access green space funding	Friends of Groups (enablers) Council (supporters) GMCA (Funders)	Sept 2023	Physical improvements to sites through access to funding and clean up projects. Progress 2023 – Assisting with Brooklyn Park GMCA Green Space bid and helping organise park events	
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.	
2. Increase Footfall in the local area	To connect local economy and community and local groups on events etc	Support Makers Markets and Christmas Festivals. Key date events such as Easter , Coronation etc Cinema in park – expand on opportunities ?	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. Progress 2023 – Creation of a Arts festival 2024 and helping local groups run events – St Cuthberts party in the	

					park, Cinema on the green etc	
3. Local Artwork and cultural improvement projects	Work with local community groups and businesses on projects which improve the image of the local area	BT Building artwork as initial project – old / new train station pictures. Local schools signage and artwork for Accessibility project.	Community groups / schools (deliverer) Businesses (influencers)		Improved visual aspect of district centre. Progress 2023 – Urban Fronts project to be rolled out in Cheadle and on vacant units. Artwork in Massie Street car park project. Cheadle Arts Festival running through various sites in the village in 2024	
Pillar 4 – Vision and Strategy						
Establish 4 sub-groups within the umbrella of the Village Partnership	Each group to meet regularly and discuss all funding and support in their remit which impacts locally on the 4 pillars.	Develop groups on 1. Green Agenda, 2. Art, 3. Marketing 4. Accessibility	Stockport Council (enabler) Community Groups (supporters) Businesses (supporters)	March 2023	Funding directed to the right projects which impact on the district centre. Progress 2023 Accessibility, Marketing and Arts, Culture and greenspace groups have now met and are working on projects and feeding in to the CVP	

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.