

EDGELEY District Centre Action Plan 2023

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

Anyone living or working in Edgeley, 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

Action Plan

Business Support (Pillar 1)						
What?	Why?	How?	Who (& roles)?	When by?	How will we know if we've been successful?	Progress June 2023
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>Supported 4 new businesses established during April & May</p> <p>Database added to with new businesses and new contacts made.</p> <p>Established contact with multiple property owner and future development proposals</p>
2.Build a database / network of contacts for local businesses	To keep companies up to date on business support and funding available	<p>Establish constant contact with businesses who wish to sign up for receiving information on Council activity and partner support.</p> <p>Support Businesses with enquiries and resolving any issues-acting as a point of contact</p>	<p>Stockport Council (<i>enabler</i>)</p> <p>Growth Company (<i>deliverer and influencer</i> – if we tailor products to suit businesses</p> <p>BAB (<i>enabler</i>)</p> <p>Property owners (<i>enabler</i>)</p>	Dec 2023	<p>Monitor take up on events with partners.</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>Working with a business to support planning application for security fencing and alleygating.</p> <p>Advice given to new Businesses on Business rates and Environmental Health and Licensing contacts</p>

		Establish regular e-bulletin updates			Positive trader feedback from 13 th May Worker Bee Market.	<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>
3.Raising digital skills of traders	Using social media platforms to drive footfall into stores	Enterprise You/Build a Business to run drop ins/local workshops	<p>Stockport Council (<i>enabler</i>)</p> <p>Growth Company (<i>deliverer and influencer</i>)</p>	Dec 2023	Identify positive social media comments and trader case studies.	The next step is to organise a drop in session
Physical Regeneration (Pillar 2)						
4.Undertake a District Centre Audit for grotspots and	To make Edgeley more attractive	Work with Neighbourhoods Team to complete the audit and plan event under Great British Spring Clean	Retailers and businesses (<i>enablers</i>)	Dec 2023	Areas tidied up. Local Groups and Organisations having ownership of areas	3 x planters lifted onto Castle Street-supported by volunteers and Friends

identify opportunities to add greenery		Utilise existing groups and exploring funding opportunities	Council (<i>enablers</i>) Community groups (<i>supporter</i>)		with regular maintenance carried out 3 x planters lifted onto Castle Street supported by volunteers and Friends of Alexandra Park-numerous positive Social media comments	of Alexandra Park to paint and plant them prior to being lifted in-numerous positive Social media comments. 3 traders taken ownership of them to litter pick and water Friends of Alexandra Park volunteer also maintaining plants.
5.Outdoor seating areas for food premises using planters and pollinators	Changes perceptions gives areas a vibrant feel.	Write to business owners to gauge support and discuss match funding opportunities	Retailers and businesses (<i>enablers</i>) Council (<i>enablers</i>) Community groups (<i>supporter</i>)	Dec 2023	Project in place	3 x concrete planters secured ready for refurb and planting prior to being dropped in place to convert parking bay to outdoor seating area Working with 3 businesses to support permit application process. First application submitted to Traffic Services
6.Work with police and local	To improve place perceptions,	Set a baseline with clear KPIs, improve lighting and security in passageways.	SMBC (Enabler) GMP (Enabler)	Dec 2023	Analysis of crime statistics	On line crime survey completed and 6 traders keen to be

organisations to set up Crime Partnership to tackle fear of crime	reduce fear of crime and actual crime and tackle aggressive street begging.	Work with local organisations to educate business and public on what support is available for homeless people and carry out a schools education programme to improve awareness around street begging.	Community groups (<i>supporter</i>)			involved in creating Crime Partnership Meeting arranged with police to discuss crime stats and KPI's to support Crime Partnership Retail crime Information circulated to traders with security advice for small retail premises
7.Explore opportunities to encourage businesses to improve shop frontages by undertaking basic repairs, decoration, and shutter artwork.	Improve the appearance of the area	Work with private landlords and business owners linking them with local groups to minimise costs	Stockport Council (<i>enabler, influencer</i>) Agents and property owners (<i>influencers</i>) Community groups (<i>supporter</i>)	Dec 2023	Plans progressed.	Met private landlord and discussed plans for his properties encouraging further improvements. Link with Drawing Board Productions CIC and businesses emailed to explore interest
Events and Animation (Pillar 3)						
8.Develop an events calendar	Work with all local partners and stakeholders to maximise opportunities	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	Retailers and businesses (<i>enablers</i>) Council (<i>enabler</i>)	Dec 2023	Footfall Counters Worker Bee Markets May August and November-working on more animation and family attractions for Aug 12th	Successful Spring Worker Bee market 13 th May held with positive feedback from traders and stall holders.

	for support and funding to connect local economy and community and local groups on events etc	Markets and potential re-introduction of Christmas event / lights switch on. Trading hours advice in relation to increased marketing / events.	Community groups (<i>supporter</i>)			Meeting held to progress plans for Summer Aug 12 th Market to add more animation with live music and family entertainment.
9. Local artwork and cultural improvement projects	Work with local community groups and businesses on projects which improve the image of the local area by linking heritage trails from Alexandra Park	Assist local groups to look at funding opportunities and apply for bids to Council funds and partner funding (GMCA etc)	Community groups (<i>supporters</i>) Stockport Council (<i>enabler</i>)	Dec 2023	Plans progressed	Supporting MMU Phd student fully funded sonic augmented reality visitor experience in Edgeley. Details circulated to Groups and Organisations to make contacts for interviews. Local Businesses and Stockport County contacted for interview space.
Vision and Strategy (Pillar 4)						
10. Establish a "Visionary Group"	To meet bi-monthly and discuss all work across all 4 Pillars	Plan, connect and facilitate on projects in the District Centre. Produce a one page summary of actions and meeting dates/locations to hand deliver to traders.	Stockport Council (<i>enabler</i>) Community groups (<i>supporters</i>) Businesses (<i>supporters</i>)	Dec 2023	Group established	Visionary Meeting held at Edgeley Park and presentation by Stockport Loaves and Fishes in relation to concerns caused by street begging.

11. Develop further existing relationship with Stockport County Football Club	To link matches and events at County to increase District Centre footfall and understand the work taking place to reduce the impact on residents and business from stadium expansion plans	Sharing events calendars and look at funding or sponsorship opportunities- linking events with the District Centre	<p>Stockport Council (<i>enabler</i>)</p> <p>Community groups (<i>supporters</i>)</p> <p>Businesses (<i>supporters</i>)</p>	Dec 2023	Ongoing	<p>Meetings held at County with Chief Operating Officer and Operations Director to enhance relationship</p> <p>Work in place to adjust SMBC gateway signs to add longevity. 'This is Edgeley Home of Stockport County.'</p> <p>Sign details agreed by County and Cabinet Member for Highways and proposal with new supplier for printing.</p> <p>Promotion of Stockport County events with traders and County in the Park football events</p> <p>District Centre manager attending Safety Advisory Group for events to keep traders informed as necessary</p>
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