

BRAMHALL & CHEADLE HULME
DISTRICT CENTRE ACTION PLANS UPDATE

Report of the Director of Development and Regeneration

1. PURPOSE OF THE REPORT

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

2. BACKGROUND

- 2.1 Following the work last year with the Institute of Place Management the District Centre Manager for Bramhall and Cheadle Hulme has worked with local stakeholders including local businesses, landowners, community groups, and Ward Members to develop an Action Plan for Bramhall and one for Cheadle Hulme. The Action Plans are 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 Plans reflect local priorities and include quick wins and longer term actions all of which to help towards creating a strong, healthy and sustainable District Centre. The Plans were both discussed at the Bramhall & Cheadle Hulme South 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 Plans.
- 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:

Bramhall

	Project Description	Funding Allocation
1.	Contribution to Bramhall Summer Festival including delivering a Comic Con event	£2,000
2.	Contribution towards Bramhall In Bloom	£2,000
3.	Opportunity to develop collaborative approach to ensure District Centre businesses benefit from those visiting the Duck Race held at Bramhall Park	£1,000

Cheadle Hulme

	Project Description	Funding Allocation
1.	Introduce more planting schemes and improve the public realm	£2,000
2.	Contribution towards events and animation	£2,000
3.	Marketing campaign for local businesses	£1,000

3. BRAMHALL AND CHEADLE HULME DISTRICT CENTRE ACTION PLANS

- 3.1 As set out in the March Area Committee report the individual actions within the tow Action Plans 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:

Bramhall

- a) Supported Bramhall in Bloom access additional funding to support the grant of £2,000 to introduce planting into the Centre and create a more attractive environment. This has included planting over 1,500 spring bulbs, positioning 14 small planters outside shop frontages, replanting flowerbeds in prominent locations as you arrive into the village and hanging baskets have been installed
- b) Supported the establishment of Friends of the Bramhall Station community organisation who have assisted in installing artwork on the platforms, new planters, new cycle lockers and new railings.
- c) Assisted in organising the Summer Festival Comic Con event
- d) Visioning Group established and meeting regularly

Cheadle Hulme

- a) District Centre funding used towards the development of new community garden outside the library supported by the local business community
- b) Friends of Group and Urban Fronts project exploring opportunities to install artwork on the railway bridge to enhance its attractiveness.
- c) Regular markets in the precinct have been re-established.
- d) Exploring opportunities to have Cinema on the Park at Oak Meadow Park

- 3.3 Appendix A provides a copy of the full Action Plan for Bramhall and Appendix B provides a copy of the full Action Plan for Cheadle Hulme, progress update for each actions are included.

4. CONCLUSIONS AND RECOMMENDATIONS

- 4.1 Darren Flannery, the District Centre Manager for Bramhall and Cheadle Hulme continues to develop strong positive relationships with colleagues in the Council, local businesses and community organisations in both centres. These strong partnerships are reflected in the positive delivery of a number of the actions within the Bramhall and Cheadle Hulme Action Plans.
- 4.2 The Committee is requested to:
- a) Note the partnership approach to delivering the Bramhall Action Plan and Cheadle Hulme Action Plan.