

Bramhall District Centre Action Plan 2023

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

The recommendations and actions for Bramhall 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. Bring business community together through loyalty card scheme where donations can also be made to local events groups.	Stockport Council (<i>Enabler, Influencer & Deliverer</i>) Agents and property owners (<i>influencers</i>) Growth Company (<i>Deliverer</i>)	December 2023	Keep details on new business start-ups, moving businesses and closures. Work with agents and property owners to remove obstacles for businesses and build case studies for circulation on grants, loans and advice.	JUNE 2023 Vacancy rates continue to be low. Issues surrounding Sainsburys relocation and the impact on footfall within Village Square – opportunities to boost footfall being considered by Wain Estates and new tenants. Former Pizza Express unit now occupied.
2. Marketing Support	Businesses would like Social Media marketing support / training. Develop a Bramhall Brand for all businesses to use. Target family experience and sustainable education.	Working with marketing support options such as Growth Co training, Enterprising You. Utilise landmarks such as Bramhall Hall on logo for local branding.	Support agencies (deliverers)	Ongoing	Take up of events and support. Utilise case studies of how a small team have achieved success on events and projects then run a yearly workshop to report back and encourage more involvement.	JUNE 2023 Visionary Group working on branding and marketing projects and co-ordinating with social media such as We Love Bramhall.

3. Build a database / network of contacts for local businesses	To keep companies up to date on business support and funding available. Increase the number of businesses willing to participate in events and projects (especially the night time economy).	Constant contact with businesses who wish to sign up for receiving information on Council activity and partner support (E-bulletin ?). Develop a small sub group to look at available funding for projects.	Stockport Council (enabler) Growth Company (deliverer and influencer – Marketing workshops) BAB (enabler) Property Owners (enabler)		Monitor take up on events. Feedback from businesses on how useful the support is and tailor future workshops / events to businesses and particular areas. Progress June 2023 – growing list of local business and group contacts with several businesses accessing business support through mailshots.	JUNE 2023 Database developing and various information being shared with local businesses and organisations.
Pillar 2 – Physical Regeneration						
1. Green Spaces	Projects to brighten up the village – IPM stated a lack of green space in the District Centre. Work with Bramhall in Bloom to increase planters, hangers and develop space such as the Covid Memorial Garden / Garden space at BMC.	Work with local friends of groups to help access green space funding. Planters can have plaques and signs to encourage more businesses to be involved and cross over with marketing and branding locally.	Friends of Groups (enablers) Council (supporters) GMCA (Funders)	Sept 2023	Physical improvements to sites through access to funding. Utilise Spring Clean up projects with Council.	JUNE 2023 Bramhall in Bloom has raised significantly more money this year to supplement the £2,000 grant and the village will be full of planters, hangers and flowerbeds this year. Development of Covid Memorial Garden progressing at Centre Point site.

2. Building Development and Signage	Redevelopment of former bank sites (Natwest & Barclays) Shopping Precinct and utilise library space for shared projects, BT Street Hub where phone box situated	Private funding / planning policy support	Private property owners & agents (deliverers), Council (enabler)	Ongoing	Appearance / investment Progress 2023 –	JUNE 2023 Number of vacant units have been occupied or redeveloped so visually more attractive e.g former Barclays bank premises occupied by Sainsburys, former HSBC and Pizza Express properties.
3. Accessibility and Social Inclusion	Deliver a fully accessible district centre working with businesses, community groups and churches	Funding and support to improve access for all	Disability and Access Groups (influencers) Action Group (Funding & Enabler)	Dec 2023	Roll out Accessibility Friendly Zone project	JUNE 2023 Work by newly established Friends of Bramhall Station has improved accessibility from the station.
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	Organising TENS, Highway closures, Sponsorship and applications for funding.	JUNE 2023 Groups are liaising on events calendar and working together to maximise footfall on different dates.

2. Increase Footfall in the local area	To connect local economy and community and local groups on events etc	Support for festivals, markets, one off events	Retailers and businesses (enablers) Council (Funders) Community Groups (supporter)	Dec 2023	Utilise footfall counters gather data on increase % on footfall on event days.	JUNE 2023 Markets being re-introduced to Square in Sept 2023. Comic Con and Duck Race have been supported by District Centre funding.
3. Local Artwork and cultural improvement projects	Work with local community groups and businesses on projects which improve the image of the local area	Shutter artwork for takeaways which are shut in the day. Banners with branding with Bramhall in Bloom hanging baskets – DC Manger to research.	Community groups / schools (deliverer) Businesses (influencers)		Improved visual aspect of district centre.	JUNE 2023 Feasibility work now on Urban Fronts project and buddy benches scheme.
Pillar 4 – Vision and Strategy						
1. Establish a Visionary Group	To meet bi-monthly and discuss all work across all 4 Pillars	To plan, connect and facilitate on projects in the District Centre	Stockport Council (enabler) Community Groups (supporters) Businesses (supporters)	March 2023	Funding directed to the right projects which impact on the district centre.	JUNE 2023 Visionary Group has now met and is expanding. It will be meeting again in June 2023 to discuss progressing a public survey on the area and running a new marketing campaign

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 regular 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.