

CHEADLE HULME District Centre Action Plan 2023

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

The recommendations and actions for Cheadle Hulme 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>) 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. Innovation support for non-retail ideas.	JUNE 2023 Vacancy rates are low, working with property owners on vacant premises.
2. Marketing Support – assist businesses to develop a Cheadle Hulme brand to be used across all channels	Increasing awareness of branding or social media support for businesses or events. Raise awareness of Cheadle Hulme's evening economy offer to visitors from further afield.	Working with marketing support options such as Growth Co training, Enterprising You. Green Space and events marketing.	Support agencies (deliverers)	Ongoing	Set up workshops for businesses to attend and monitor take up and results. Consistent marketing approach required through a network of ambassadors.	JUNE 2023 Regular information on business support and other useful information issued to businesses. High level of interest from businesses in Good Employment Charter and Real Living Wage events. Engaging

						with local businesses on Food Network support.
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. Utilise office providers for extended coverage.	Constant contact with businesses who wish to sign up for receiving information on Council activity and partner support (E-bulletin ?).	Stockport Council (enabler) Growth Company (deliverer) Property Owners (enabler)	Ongoing	Monitor take up on events. Feedback from businesses on how useful the support is and tailor future workshops / events to businesses and particular areas.	JUNE 2023 Database continuing to expand.
Pillar 2 – Physical Regeneration						
1. Explore opportunities to introduce more greenery and planting	Projects to brighten up the village. Cheadle Hulme in bloom project to increase accessibility of parks for health and wellbeing and events.	Work with local friends of groups to help access green space funding. Increase of planters and sponsorship opportunities.	Friends of Groups (enablers) Council (supporters) GMCA (Funders)	Sept 2023	Tie projects in with Spring Clean up projects with Council.	JUNE 2023 District Centre funding used towards development of new community garden outside the library supported by business community
2. Explore options to enhance the attractiveness of the railway bridge	Prominent structure in the centre within dominates visually. Soften its dominance by looking at	Funding	Network Rail (enabler) Council (supporters) Partners (supporters)	Dec 2023	New planting and artwork installed	JUNE 2023 Friends of Group and Urban Fronts project exploring opportunities to install artwork.

	introducing artworks, colour and painting.					
3. Building Development – shop frontages and Signage	Shared banking hub project, BT Street Hubs and promote shared working space.	Private funding / planning policy support	Private property owners & agents (deliverers), Council (enabler)	Ongoing	Appearance and investment in appearance	
4. Create stronger gateway signage	Helps enhance identify and provide a more welcoming entrance	Funding. Design	Council (enabler) Businesses (supporters)	Dec 2023	New signage installed	
5. 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 Discussions with Green Groups a wider project on alleyways and cut throughs in to village centre. Need for improved lighting and signage to make it more accessible.
Pillar 3 – Events and Animation						
1. Develop an events calendar and explore opportunities to organise	Work with all local partners and stakeholders to maximise opportunities for	Planning and marketing can be more efficient as well as links to sponsors or supporters	Stockport Council (enabler)	March 2023	Organising TENS, Highway closures, Sponsorship and applications for funding.	JUNE 2023 of Regular markets in the precinct have been re-established with

additional events and attractions	support and funding for events				Increase in the number events. Increase in footfall Progress June 2023 –	discussions taking place with Worker Bee to deliver a market at LadyBridge Connect. Exploring opportunities to host Cinema on the Park at Oak Meadow Park
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 – extending events calendar was a quick win in the IPM report. Cinema's in the park, worker bee markets ?	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 Football being reviewed following events to help identify impact.
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, banners, Friends of Station project	Community groups / schools (deliverer) Businesses (influencers)		Improved visual aspect of district centre.	JUNE 2023 Exploring opportunities to run additional trails, install window artwork and develop an Urban Fronts project.
Pillar 4 – Vision and Strategy						
1. Establish a Group for Cheadle Hulme	To meet regularly and discuss work across all 4 Pillars	To plan, connect and facilitate on projects in the District Centre	Stockport Council (enabler)	March 2023	Local stakeholders to develop a clear vision for the district centre	JUNE 2023 Visionary Group has met 3 times

APPENDIX B

community groups and businesses			Community Groups (supporters) Businesses (supporters)		and a group that is recognised by the entire district centre community. Develop local plan and utilise to show progress.	and is actively working on delivering projects. The group is growing in numbers each time.
2. Re-establish Friends of Cheadle Hulme Station	To assist with creating stronger linkages between the station, partners and businesses			Dec 2023	New group established and meets regularly	JUNE 2023 Discussions taking place with Northern Rail to identify what is required to set up group.

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.