

BRAMHALL & CHEADLE HULME
DISTRICT CENTRE ACTION PLANS UPDATE

Report of the Director of Development and Regeneration

1. PURPOSE OF THE REPORT

- 1.0 To provide an update on delivering Bramhall District Centre Action Plan and Cheadle Hulme District Centre Action Plan and initial thoughts on how the £5,000 from UK Shared Prosperity Fund is to be allocated. The report also provides an update on support for Large Local Centres.

2. BACKGROUND

- 2.1 Both the Bramhall and Cheadle Hulme District Centre Action Plans reflect local priorities and include quick wins and longer term actions all of which help towards creating strong, healthy and sustainable District Centres. The Plans were discussed at the Bramhall & Cheadle Hulme Area Committee meeting in March 2023 and the District Centre Manager provided an update on delivery of the Action Plans in June 2023. This report is to update on delivery since June.

3. BRAMHALL AND CHEADLE HULME DISTRICT CENTRE ACTION PLANS

- 3.1 Over the summer and early autumn good progress has been made on a delivering a number of the actions within both Action Plan:

Bramhall

- ✓ Comicon Summer Festival held in June - footfall up by 45%
- ✓ Visioning Group carried out a survey help identify priorities for future projects. Good level of response from local residents and visitors with the data helping towards developing 10 year plan for District Centre.
- ✓ Several businesses supported to relocate and expand within the centre and to assist with accommodating the new Banking Hub.
- ✓ Two Food & Grooves in the Square have taken place in September and October attracting additional footfall into the Centre.
- ✓ Light Up Bramhall took place on Sunday 26th November. Supported by Stockport County with other local organisations running activities including the Methodist Church who are delivering a lantern workshop.
- ✓ Assistance with GM Travel Grant bid for new cycle parking in the centre.

Cheadle Hulme

- ✓ Successful trial of outdoor Cinema in Oak Meadow in August with just under 300 attending. Lots of positive feedback received.
- ✓ Popular Halloween event held in the park.
- ✓ Community Garden at the library with benches sponsored by businesses now complete.
- ✓ Markets continue in Cheadle Hulme precinct organised by precinct businesses and supported by Orbit.
- ✓ Positive discussions ongoing with Network Rail to install artwork under the station bridge to help in providing a more welcoming environment. Local businesses and a local school to support with the design.
- ✓ Several events such as the Christmas lights switch on event and Inventory Cycle to the North Pole being supported.
- ✓ Initial discussions on the opportunities to introduce greenery into the Centre.

3.2 In addition to delivering the specific actions the District Centre Manager continues to regularly engage with small businesses and retailers and has been:

- Supporting businesses and organisations in accessing funding including Warm Spaces, GMCA Green Spaces and UKSPF.
- Introducing businesses & retailers to the wide range of free business support to help them develop and grow their business e.g. Business Growth Hub, Enterprising You
- Promoting Library Team's Build a Business Workshops
- Supporting businesses with their recruitment challenges by promoting support available.
- Signposting to colleagues in the Council who can assist on specialist areas e.g. licensing, Temporary Event Notice, tables & chairs on the highway.
- Dissemination of information on local matters e.g. road closures

3.3 The Manger has also been encouraging organisations and businesses to embrace Town of Culture and promoting and supporting them with community grant funding applications to ensure range of activities delivered throughout the borough. They also continue to work in close partnership with colleagues from across the Council including the Neighbourhoods Team on delivering many of the projects.

4. BUDGET ALLOCATION

4.1 Each District Centre was allocated £5,000 in 2022/23 to assist with delivering projects within their specific Action Plans. Local stakeholders in Bramhall and Cheadle Hulme were involved in identifying priority projects for the £5,000. This collective approach to allocating funding has

helped ensure a partnership approach to delivery and has helped deliver some exciting projects in both Centres.

- 4.2 To assist with continuing the successful Action Plan approach for creating strong and healthy District Centres a further £40,000 has been allocated via the Communities and Place strand of the UK Shared Prosperity Fund (UKSPF), to be split equally between the eight District Centres. To comply with the requirements of UKSPF all funding must meet the eligibility criteria and be spent by the end of March 2024.
- 4.3 As with the initial funding, local stakeholders in Bramhall and Cheadle Hulme will be involved in helping to agree priority projects for allocating the £5,000 from UKSPF to.
- 4.4 For Bramhall some funding has been allocated to delivering events in the early part of 2024 when footfall is traditional lower, these include a Chinese New Year themed event and a producers market. Discussions ongoing regarding other priorities such as introducing more greenery and improved lighting to support events. In Cheadle Hulme discussions have begun and focusing on introducing themed markets and delivering an Easter themed trail.

5. SUPPORT FOR LARGE LOCAL CENTRES

- 5.1 In addition to the eight District Centres Stockport has a number of large Local Centres that primarily provide for daily shopping needs but generally they have a more limited role than District Centres. Whilst the District Centre Managers do not have the capacity to deliver the same level of support to these centres they have developed a detailed knowledge of the type of support businesses and stakeholders within those centres require to enable them to work collaboratively and help create strong, healthy centres.
- 5.2 To assist those businesses and organisations based in the large local Centres an online portal is to be developed which will have a wealth of useful information to help businesses with accessing business support, running and delivering events including what permissions are required and ideas for running successful activities, how to set up steering groups or traders' associations to help partnership working, and details of funding sources. The portal will also have useful links on how to report concerns to the Council including broken street furniture, overgrown vegetation and problem paving. Whilst the majority of this information already exists its' beneficial to have it all in one place so easily accessible.
- 5.3 The new portal is due to go live in Spring 2024 and drop in sessions with the District Centre Managers will take place in each of the centres to help guide businesses and organisations through the portal.

6. CONCLUSIONS AND RECOMMENDATIONS

6.1 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. This strong partnership approach is reflected in the positive delivery of a number of the actions within the District Centre Action Plans.

6.2 The Committee is requested to:

- a) Note the progress made in developing the Bramhall District Centre Action Plan.
- b) Note the progress made in developing the Cheadle Hulme District Centre.
- c) Provide feedback on priority projects to allocate the £5,000 UKSPF to.
- d) Note the plans to develop an information portal to support businesses and organisations in large Local Centres.